

BUILDING DEVELOPER

A Radford Publication Serving the Merchant Builder

OCT., 1928



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**IN
THIS
ISSUE**

A Pacific Coast Developer Tells How He Sells
Taking City Apartment Luxury into the Countryside
A Development That Paved the Way for a Country Club
Statistical Chart with Development Figures

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VOLUME III
NUMBER 1

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FARM MECHANICS

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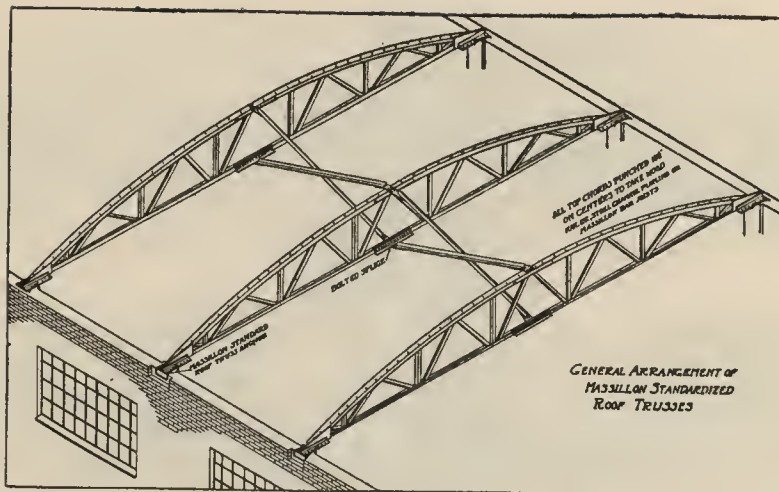
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wood is generously used
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PUBLISHER'S PAGE

Suburban Apartments

THERE is no question that large block apartments in the suburbs have taken hold on the public fancy.

Indications are that this new and profitable phase of building development is just in its infancy. The day is not far away when we shall find a big part of our population concentrated in multi-family dwellings, situated in the country.

This tendency can be no better illustrated than by the apartment of Chatsworth Gardens, Larchmont, N. Y., fully described by plan, photograph and text in a complete article in this issue entitled "Taking Apartment Luxury into the Countryside."

This is just what these clever developers are doing. They are able to do it by means of the interior devices and equipment now manufactured and available to make home life more easy and convenient.

This article deals also with some of the principles which are beginning to evolve from the practice of erecting suburban apartments far from the city.

Watch for Novelties

GET in the habit of following department articles in the BUILDING DEVELOPER. You will find it worth your while to look each month under such headings as "Latest Home Conveniences," "Space Savers," "Saleable Accessories," "Construction Methods," etc.

In these departments you will find described and illustrated some of the latest home equipment that is helping developers equip their homes satisfactorily and sell them rapidly.

You will be foolish to neglect such departments as "New Goods Worth Looking Into" and "For Your Reference Shelf." Editors of these departments spend considerable time in culling out from a mass of new books and new products just those that will benefit developers.

This is part of the service which our paper is rendering you, and it will be your own fault if you do not take advantage of it.



A Glance at the Records

ALTHOUGH construction contracts for the month of August, amounting to \$516,970,200, showed a slight decline of \$6,000,000 from the extraordinary July total, the showing for this time of year is so good that the building situation as a whole cannot be regarded with pessimism.

According to figures contained in Dodge Reports, the amount of new construction work in 37 states since the first of the year has amounted to \$5,545,270,100, as compared with \$4,274,871,100 for the corresponding period of last year, an increase of 6%.

Of the August construction, 41% was residential building.

That developers are carrying a great part of all residential construction is proven by statistics published in the BUILDING DEVELOPER this month.

These figures, compiled from reports by the F. W. Dodge Corporation, show that developers are now doing more than 65% of our residential construction. This means that building developers will construct approximately two billion dollars worth of buildings during 1928.

The peak of building construction for the year has, of course, been reached and we may expect a moderate decline from now on to the end of the year.

However, the contracts being let for housing construction in various states indicate that there will be a substantial building program still to be followed in 1928, and that we may expect the building industry to show some of the banner figures of the year in industry and commerce.

More and more fall and winter building is being practiced by developers and this will swell the totals.

Winter Building

RECORDS of winter construction prove that labor productivity is greater and labor cost less per unit of construction during the winter months, according to B. H. Wait, chairman of the Committee on Winter Construction of the New York Building Congress.

Some of the advantages of winter building to developers are that labor turnover is reduced, seasonal discounts are obtained on materials, seasonal rates given by transportation companies, and saving of interest and taxes on investments lying idle is effected.

By building in the winter, developers can have homes available for the early spring market, a factor which should not be overlooked.

Developers Need Not High Hat Country Clubs

THE building developer has definitely risen out of the status which he occupied a decade ago. Developers are now in the front rank of modern community builders and are recognized as such all over the country.

Some of our highest class suburban colonies and city apartment colonies are the work of building developers.

Take, for example, the community of Redmont Park, Birmingham, Alabama, described in this issue. A well-known mortgage and investment banker with an indisputable reputation became a developer in order to establish this park, and he is now in the business for keeps.

So well did this developer improve his land and build his community thereon that one of the finest country clubs in the South built its new club house right next door to his property.

This reverses the usual order of things and is an inspiring story for all developers. How this southern developer planned the project out in detail is interestingly described in this article.

The development of Redmont Park is a shining example of the new type of communities that developers are creating all over the country.



As good as the principle behind it

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STEELTEX reinforces plaster with steel exactly as concrete is reinforced.

* * *

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Plaster is applied by an ordinary sweep of the trowel and the furring wire provides space for the plaster to spread under the fabric. As a result the steel is uniformly and completely embedded.

Many advantages in one material

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Its obvious advantages include maximum construction speed, elimination of forms, prevention of droppings, uniform reinforcement throughout the slab, better curing, etc. The booklet, "STEELTEX for Floors" contains full details with working designs. Send for your copy.

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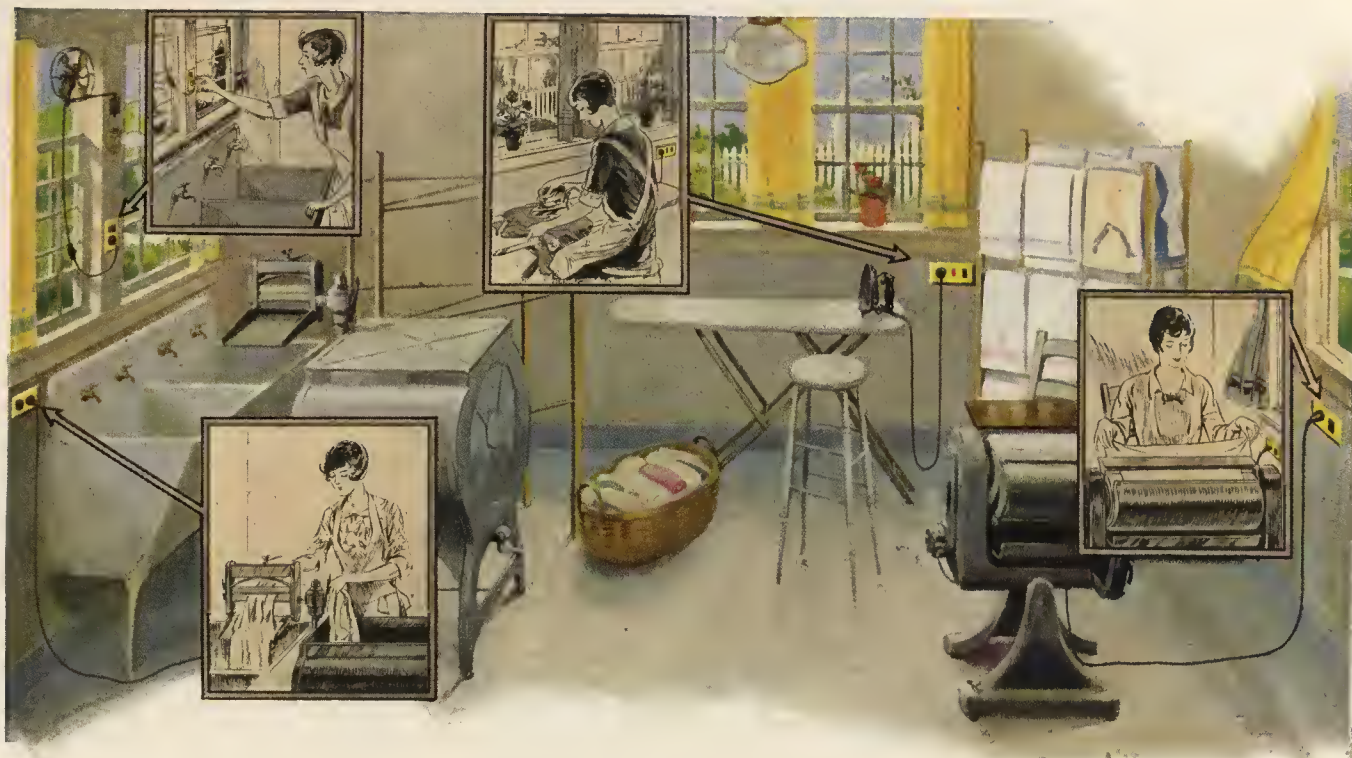
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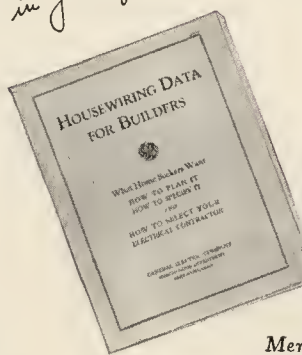


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GENERAL ELECTRIC

Building Developer

VOL. III

NEW YORK, OCTOBER, 1928

No. 1



For a Master Model Home in Virginia

CARRY ME
Back to Ole
Virginny is a
favorite song in
Washington, D. C. Per-
haps its theme is pleas-
ing because most of old
Virginia with its slow

moving manners is a thing of the past. When visitors from the capitol city to the Home Owners Institute-Evening Star Master Model Home drove a few miles along perfect macadam roads into a home development of the most modern type at Aurora Hills, Virginia, they found that out—to quote Moran and Mack. The ancient myth that all Virginia roads are mud and bad was immediately exploded.

Arrived at Aurora Hills, the property of the Aurora Hills Development Company, the visitor came to as beautifully landscaped a bit of land as he might find in many a weeks' journey. Received with true, old-fashioned Southern cordiality in an English type stucco office and given information in the businesslike manner which is part of the new South, more surprises awaited him.

Doubtless the greatest of all these surprises is that famous Virginia cooking is no longer done over a wood stove . . . but is done by electricity! Thus have the developers of Aurora Hills proved their claim to ultra-modernity. Few communities, indeed, are run by men so forward-looking that they present to their home-

This Developer Arranged An

ALL ELECTRIC

Home

buying clients *only* electricity for cooking . . . the fuel of the future.

"Carry Me Back to Ole Virginny" indeed, when Virginia provides such modern comforts in addition to its noted

"cawn and sweet potatoes," its honeysuckle, and its sunshine.

Henry C. Morris, president of Aurora Hills Development Company, and Theodore C. McArn,

vice-president and sales manager, are the men back of this up-to-date home building enterprise. These two men have taken a tract of land of 160 acres, graded it, built roadways through it, and provided home sites of exceptional beauty. The erection of homes suitable to this ideal location was the next step taken by these developers, and so the colony grew.

Mr. Morris and Mr. McArn, believing that after providing excellent home sites and well-built homes for people they must let them know about it, undertook the building of a Master Model Home under the sponsorship of the Evening Star and Home Owners Institute. They recognized that the Master Model Home, constructed of nationally known materials and sponsored by a national organization and Washington's leading newspaper, would draw home-minded visitors to Aurora Hills. Subsequent events proved them to be quite right.

Besides the accomplishment of letting folks know about Aurora Hills, always a necessary sales promo-

Step by Step the Model Home Is Well Built for Wear



THE photo above shows the model home in its first stages with a first story of common brick and steel casements. Note the tree



ON the left the model home is receiving its roof of colored asbestos shingles, while workmen are preparing to nail on metal lath for the stucco

tion for a development, the Master Model Home proved so attractive that a number of folks wanted duplicates of it right at Aurora Hills. The wooded character of the land (not stripped of its trees, as are too many home sites), together with its elevated position overlooking the beautiful Potomac, was an attraction these home seekers could not resist.

The clinching argument for the selection of this beautiful site as a home was given silently but elo-



THIS picture shows the electric home roofed and with a coat of stucco on parts

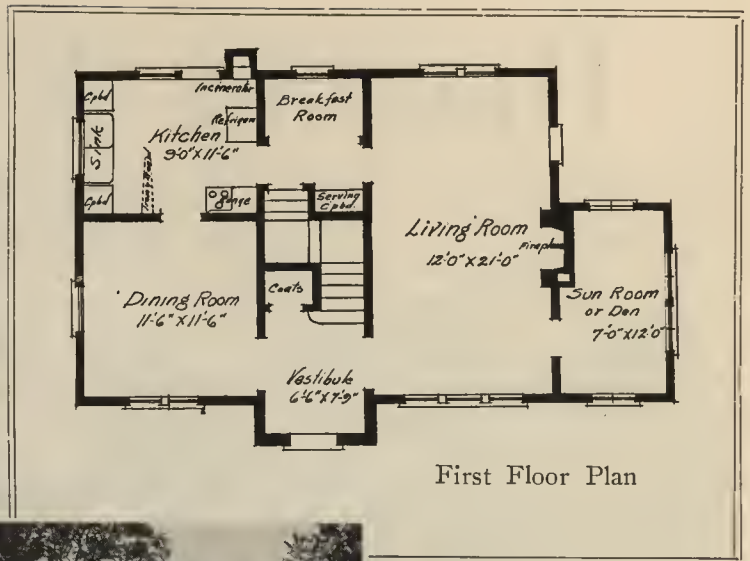
quently by the well constructed model house in which visitors recognized standard materials and equipments.

Mr. Morris, commenting upon the part the Master Model Home has played in his development, said: "More people know about Aurora Hills and what we are providing for the home seeker today than at any time in our history. We feel that this fact alone is worth commenting on in connection with our Master Model Home sponsored by the Evening Star and by Home Owners Institute.

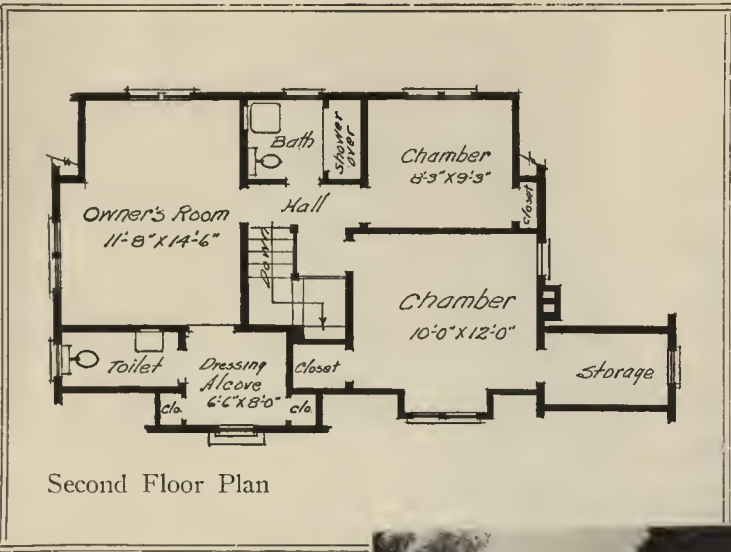
"It has been our pride from the beginning of this work to offer our home buying public only the best. The building of the Master Model Home is now helping us to do that superlatively. Duplicates of that Home are raising our price range, and naturally, as a



INVESTIGATION of the cellar reveals a famous furnace and water heater that help sell the home



*Into This Electric Home Go
Products That the People Know*



ON the right a sudden transformation by the magic of the camera shows the model home all ready to receive prospects on exhibit day



THE model home in all its finished splendor—now a home in reality following its purchase by a happy family plus one sentinel canine



FROM this angle the brick cellar wall is seen. Scaffolding is still up for stucco

home buyer pays more, he gets a better house. Thus we feel that the Master Model Home has assisted us in serving the public."

When questioned as to the success of electricity for cooking purposes at Aurora Hills, Mr. Morris said: "It was not without some trepidation that we offered our first homes to the public four years ago with electricity as the only fuel available for cooking instead of the usual gas. But from the very first, the women who started using electric ranges found them as easy to operate as gas ranges, found that the clock attachments gave them more leisure time, found that their electric bills were smaller than previous gas and electric bills combined.

"This last was made possible by the cooperation of

the Virginia Utilities Company which offered a special domestic service rate in this part of the country. This rate is offered only in homes employing electricity for cooking. At 3½¢ per kilowatt hour, a comparatively small bill is piled up at the end of the month.

"For instance, an average of some 3,000 electric bills taken by the Utilities Company is \$7.50 per month. At Aurora Hills, however, where our houses shelter the usual small American family where Mother does the cooking and Dad guards the electric lights, an aver-



INSIDE we find this living room, with mantelled brick and tile fireplace and finely plastered walls

age bill is just \$5.00 per month. While we have not as yet gathered any statistics on the cost of electric refrigeration in Aurora Hills, we feel sure its cost will be bound to equal the low record of cooking.

"This use of electricity exclusively caused much comment among visitors to our Master Model Home. Evidently our exclusive use of electricity, the fuel of the future, helped to create a desire in our visitors for homes at Aurora Hills. Four duplicates of the Home are now under construction, and more are in prospect."

Methods of attracting prospects to this development are as up-to-date as those used by other forward-looking developers. Mr. McArn who, as we have stated, is vice-president and sales manager of the development company, reports that a liberal use of newspaper advertising, a selected mailing list, and such features as the Master Model Home on the property are bringing prospects.

An interesting psychological reason for the popularity of the Master Model Home was given by Mr. McArn.

"It is an acknowledged fact," Mr. McArn said, "that the usual person prefers to recognize a given thing or fact rather than to explore and discover new things or facts. This is as true of building materials as of books or saucepans or roadways. 'Oh, yes,' they like to say, 'I read about that.'"

"The Master Model Home offers an outstanding opportunity for even the most casual reader, unversed in carpentry, bricklaying, plastering and electric wiring and all the other professions and materials which go into a house, to recognize the materials and equip-



THE door to a home where cooking and lighting is done by electricity—the fuel of the future

ments in the Master Model Home. For he is greeted by nationally known building materials and equipment.



OFFICE of the builders, Aurora Hills Development Company, progressive exhibitors of model homes, sponsored by the Washington Evening Star and Home Owners Institute. They believe in advertising

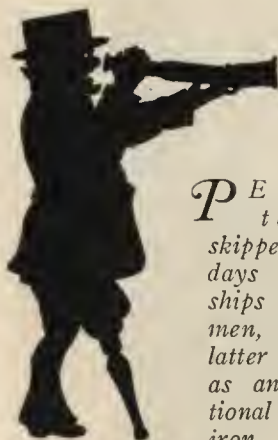


Which Way Does the WIND BLOW?



*Set Your
"Sales"
to the Breezes
of Popular
Fancy*

*PEGLEG,
testy old
skipper in the
days of wooden
ships and iron
men, fulfills the
latter designation
as an unconven-
tional chimney
iron*



now on the market from full-rigged ships to Podesta lions. One example of a unique chimney iron is shown in the illustration of "Peg-leg," the old New England skipper who interminably directs his spyglass out to sea. This is an especially good chimney iron for a residence at some point along the coast.

Mud scrapers are also following the general trend of the times and are blossoming out into a variety of shapes that especially endear them to the affections of the visiting female prospect.



*JOCK, the iron Scot, will let you
scrape off mud on him*

One mud scraper in the form of a Scotch terrier is shown here. The Scotch terrier is a popular pup these days and most women have a professed or a secret fancy for this long-haired canine from the Highlands. Few women prospects would be able to resist such a touch as this on the porch of a "For Sale" home.

Moreover, this little hand-forged iron dog takes up his position on the front doorstep where he can be seen immediately when the prospects approach the house.

Don't neglect the architectural whims of the day. They may help to solve your sales problems.

ban home seekers demand at the present time.

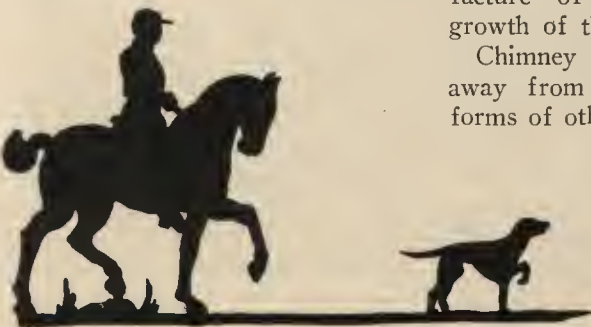
It is not bad business to set your sales to the breezes of popular fancy and it is not hard to do.

Take any one of the artistic features shown on this page for example. The Dutch boy on the upper left-hand corner, you may surmise, is a weathervane as is also the dog and bird in the upper right-hand corner.

These beautifully designed, hand-wrought iron vanes are available today in many forms, a number of companies having started the manufacture of them following the growth of their popularity.

Chimney irons are also getting away from the conventional "S" forms of other days. All kinds are

*THE wind car-
ries the scent
of game as the
hound and hunts-
men follow the
chase*



THIS is a day of architectural whims and fancies. In suburban residential work especially, up-to-date developers are catering to modern taste by paying close attention to what were formerly regarded as unessential details.

Take a trip through some of the smartest suburban colonies in the East. Very often motorists passing through will acclaim some unusual feature of an attractive home which

they see from the road. Nine times out of ten this feature will be an unusually designed weathervane, chimney iron or other exterior feature of this kind.

By adding such features to their homes, some developers, by this means alone, have created that air of distinction which so many subur-



Taking Apartment Luxury

THE building of apartments is rapidly becoming as important in the building development industry as the establishment of single-family communities. In the first six months of 1928, more than \$729,000,000 worth of apartment building was recorded in 37 of our most important states. Before the year closes, we may expect a \$1,000,000,000 outlay for apartment construction, on the basis of this figure.

So important has the trend toward apartment house living become that the Department of Labor devotes a special pamphlet to it. In 1921, the percent of city families housed in apartments was 24% while in 1926 it was 45%. Figures for 1928 are not available but on the basis of the building statistics already considered we may say that it is probably around 50%.

The housing of city families in apartments by developers, however, is being challenged by a new and profitable offshoot of apartment developing. This is the planning and construction of extensive apartment blocks far outside of the city limits.

Clever apartment developers are virtually taking apartment luxury into the countryside and so advertising its benefits to commuters that they are achieving amazing results.

One recent successful example of this is the case of the Chatsworth Gardens in Larchmont, New York, within commuting distance of New York City.

Luxurious apartments on Park and Fifth Avenue, New York City, are apparently no longer sufficient for some families who demand the finest from builders of apartment houses.



into the COUNTRYSIDE

Many of those who prefer the advantages of suburban life are loath to come to the crowded conditions in towns if they are able to have city luxury in the country. Private homes in the country, however, they feel to be disadvantageous for many reasons, one of which is the servant problem.

Hence, many of these luxury-loving townspeople are migrating to such luxurious apartments as Chatsworth Gardens, built on the garden plan many miles from New York City. Such extensive apartment operations are made possible by the fast electric service provided over suburban railways. Railway cars on such lines are never as over-crowded as city subways and are very reliable in service.

The accompanying map of the position of the Chatsworth Gardens apartment shows that literally dozens of

country clubs occupy its vicinity. In this beautiful section in Westchester County, rolling hills come down to Long Island Sound, and such topography is, of course, particularly attractive to those who like outdoor life. Thus the developers have another strong talking point.

Unquestionably, many hundreds of families migrate to such apartments because they want to be near the important centers of present day life—country clubs and yacht clubs.

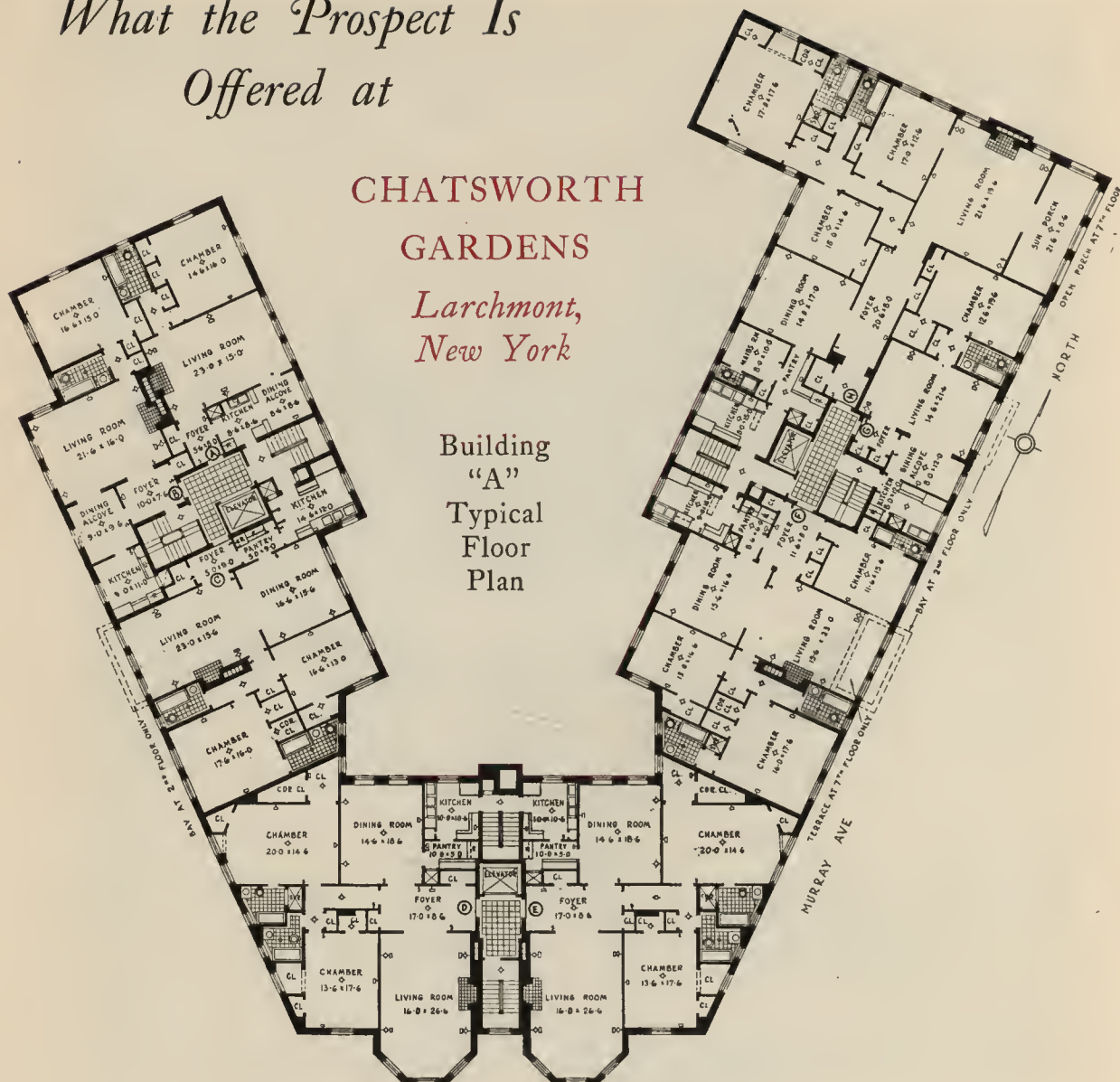
In the vicinity of our large cities there are always certain suburban sections that are preferred and it is in these favored sections that clever developers are buying up land at much lower rates than similar parcels could be obtained in the city, and erecting apartment blocks that are so well designed and landscaped with garden

What the Prospect Is Offered at

CHATSWORTH GARDENS

*Larchmont,
New York*

Building "A" Typical Floor Plan



courts that discriminating families will not hesitate to rent or buy.

In other words, the element of class is an essential one in such apartment developments and successful developers of this kind of multi-family dwelling have not neglected to see this.

Some of the favorite sections preferred by developers experienced in this work are locations near parkways or boulevards, leading into the city and providing a route for motor traffic near at hand. Shore and water sites are also in demand. It is surprising how developers can pick up comparatively inexpensive sites near but not too near suburban railway stations.

Such an apartment as Chatsworth Gardens is marketed on the idea that it combines Park Avenue luxury with the benefits of suburban environment. Another argument which developers are advancing at this time is that it is practically on the railroad leading to Yale Bowl, the Yankee Stadium and other well-known football fields and bowls.

As for the "Park Avenue" aspect—the apartments

themselves consist of three beautifully designed buildings of three to seven rooms with one to three baths, including dining alcove, dressing rooms, large foyers, and plenty of closet space.

There are also several duplex apartments of seven rooms with large studio windows and private roof terraces. All of the rooms are generously proportioned and most of the apartments have at least two exposures.

Every apartment has colored tile walls in bathrooms, a scientific kitchen with the most modern and complete equipment, and electric refrigerators served through a multiple system thus eliminating all noises because the motors are in the basement.

Walls and floors are constructed with sound-deadening material. The buildings contain such desirable features as a children's playground, an indoor gymnasium, special maids' rooms, incinerators, and safety automatic elevators.

This is an indication of how the developers are providing city luxury in the suburbs at a cost much less than would be charged for luxurious city apartments.

Developers of Chatsworth Gardens have spared nothing in their efforts to achieve the last cry in apartment luxury.

In the garden court alone they have a strong feature of appeal to those who can afford to pay from \$1,500 to \$5,500 and \$7,000 for suites ranging from three to seven large rooms. Much of the apartment acreage is devoted to lawns and garden court where lovely walks converge toward a hedge-screened pool.

Especially attractive for families with children is this new suburban apartment palace because crowded streets will afford no lure for the kiddies after they have seen the playground built for their sole use.

Adult residents of the apartments will also have an opportunity for exercise and recreation in the indoor gymnasium of Chatsworth Gardens which is planned as a year-round adjunct to the dozen country clubs surrounding the apartments.

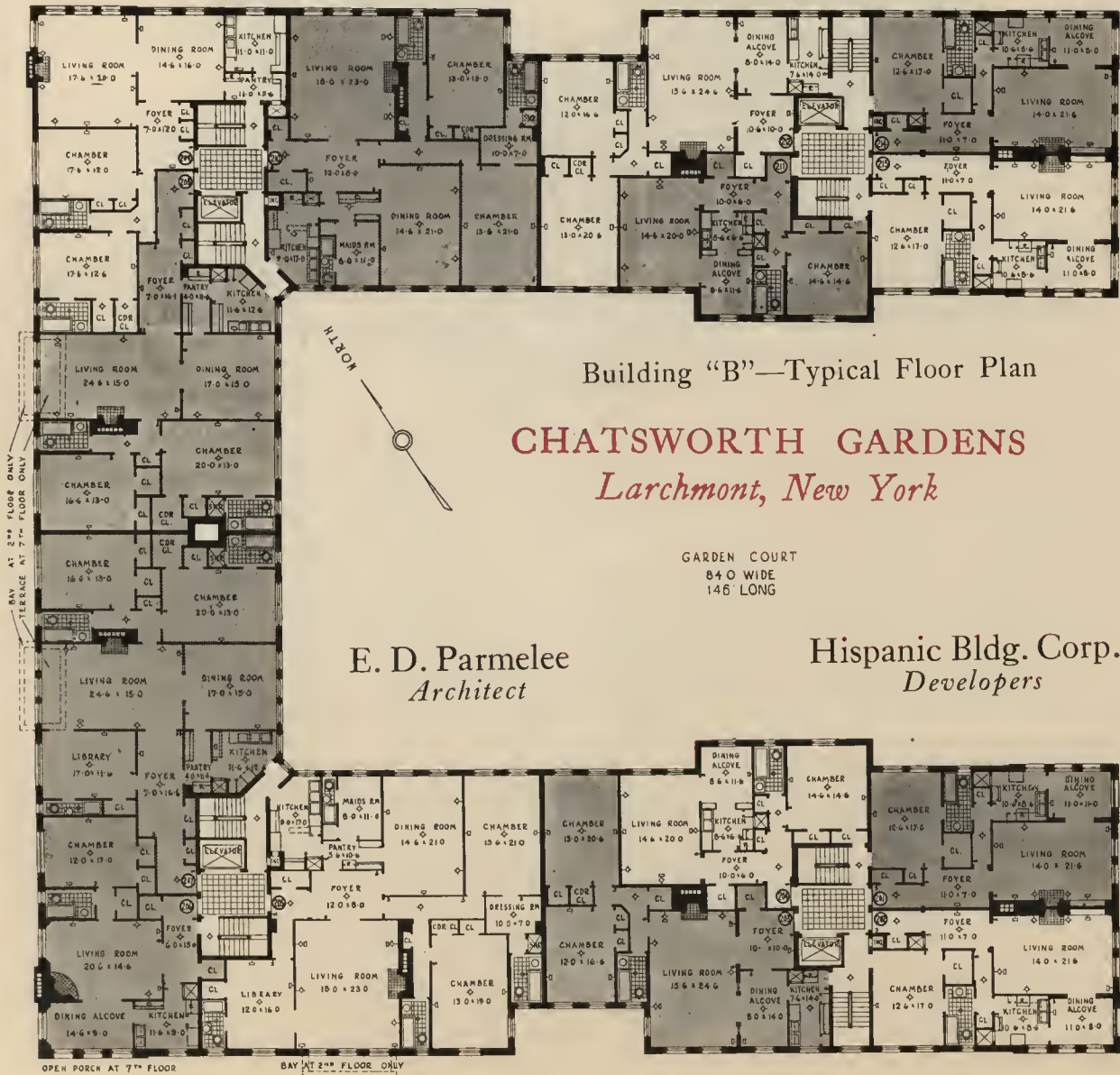
The evidence of lavish costliness which characterizes the exterior of the Gardens is immediately re-echoed within as the lobby is entered. Here is displayed

a magnificence of architectural treatment and appointment that indicates in just what way the developers deemed it necessary to create the proper atmosphere. High arched windows illuminate the spacious lobby with its Arabesque columns and Alahambran dignity.

Equally sumptuous are the apartment suites, especially the duplex apartments with living rooms where high ceilings, balconies, and great wood-burning fireplaces form a setting of well-nigh regal splendor. Typical living rooms have three great casement windows that assist materially in adding to the magnificent appearance of the suites.

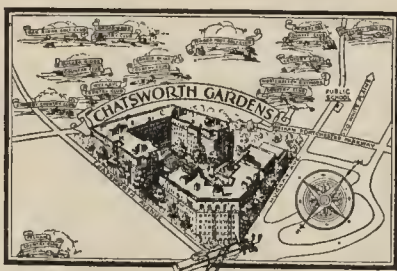
Needless to say every kitchen at Chatsworth Gardens is well arranged and equipped with the latest conveniences. Each bathroom is lined with finest colored tile. Many have separate enclosed shower.

Developers of Chatsworth Gardens are depending upon the sumptuousness of interior equipment in renting suites in this modern group of apartment buildings. Very wisely they are incorporating those quality products with which the public is acquainted.



How City Luxury Is Assured

The Larchmont Countryside A Paradise for Golfers



Twelve country clubs, the largest number in any similar section of the metropolitan area, meet every demand of residents in Chatsworth Gardens for golf and tennis.

Famous yacht and athletic organizations, such as the Larchmont Yacht Club and the New York A.C., are within short distance of Chatsworth Gardens along the shore.

Live at Chatsworth Gardens Finest Apartments in Westchester

WHERE country clubs abound, there you find people who know how to live well, men and women who get most from life. Larchmont enjoys the additional advantage of convenience to the city, being only 33 minutes from Grand Central.

Ultra-Modern Apartments
in the new Chatsworth Gardens now for the first time give you all the pleasures of the country with the standards of Park Avenue apartments. 3 to 7 large rooms, including special duplex apartments, are perfect homes at moderate cost.

\$1500 and up

Salient Features

Silent Electric Refrigeration • Domestic Science Kitchens • Colored Kitchen Fixtures • Colored Tile in Bathrooms • Glass-enclosed Showers • Cedar Closets • Mirror Doors • Wood-burning Fireplaces • Radio Outlets • Incinerators • Indoor Gymnasium • Children's Playground • Maid Service Available • Sound-densest Walls and Floors • Special Maids' Rooms

Ready for occupancy October 1, 1928

CHATSWORTH GARDENS, INC.
119 WEST 57TH STREET, NEW YORK
Telephone: CIRCUS 6133

Office at Gardens open daily to 9 p.m.
Telephone: LARCHMONT 2699

CHATSWORTH GARDENS
AT THE STATION, LARCHMONT

CHATSWORTH GARDENS ULTRA-MODERN ELEVATOR APARTMENTS

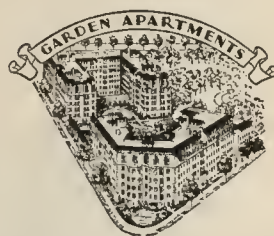
3-3½-4-4½-5-6-7 rooms
with 1 to 3 Bathrooms
including Dining Alcoves

7 and 8 Room Duplex
Apartments
with Private Terraces

Domestic Science Kitchens • Wood Burning Fireplaces
Sound Densified Apartments • Maid Service Available
Glass Enclosed Showers • Children's Playground
Safety Automatic Elevators • Incinerators
Electric Refrigeration • Indoor Gymnasium
Radio Outlets • Special Maids Rooms

Ready for Occupancy October 1, 1928

OPEN FOR INSPECTION



Station, Larchmont, New York

Gardens open to 9 p.m. Phone: Larchmont 2699

New York Office: 119 West 57th Street, New York Circle 6133

*Ads Convince of
Comfort & Convenience*

Incinerators for Chatsworth Gardens are furnished by the Kerner Incinerator Company, while electric refrigeration, supplied through basement installations, is the work of the Kelvinator Corporation. Sargent Company supplied quality hardware for Chatsworth Gardens.

In their advertising, which is especially designed to attract the discriminating tenant, the essential features of modern equipment of nationally advertised products, materials and devices are emphasized, as may be seen from two examples of advertising reproduced herewith.

Clever use of the Indian traditions of this neighborhood has also been made in a full-page ad on Chatsworth Gardens also reproduced on these pages. Here also the open air features of suburban life are stressed.

One of the pleasantest features of Chatsworth Gardens is undoubtedly its location. It is quite near the station of the New York, New Haven and Hartford Railroad and the Boston and Westchester Railroad, with trains every twenty minutes. Chatsworth Gardens stands on a park-like square near the station. From this station fast electric trains reach the Grand Central Station in New York City in thirty-four minutes.

Beyond Chatsworth Gardens is rolling woodland, just across a new county parkway now under construction. The village of Larchmont with shops and schools is reached by a short walk, and Long Island Sound with its beaches lies beyond.

Chatsworth Gardens is one of the newest and finest additions to the suburban type of apartment now scattered over Westchester County, New York State. Apartments like this have virtually revolutionized country life for many townspeople who were formerly unwilling to undergo the rigors of home ownership in suburbs.

"There was a time," says one paragraph in the Chatsworth Gardens advertising literature, "when no one could enjoy a country house with its spaciousness, freedom and out-of-door activities without the burden and inconvenience of a large estate. But now it is possible to combine the privacy of a real home and the delightful social life of the towns surrounding the city with all of the luxuries and fine details of appointment usually associated only with luxurious apartments in the metropolis."

The Place Where Sweet Waters Fall into the Sea



ASIWANUY INDIAN was the original Larchmonter. He was a Mohican, whose tribe roamed and hunted in the woods and vales of Larchmont. Long before John Cabot sighted its "greene and lovelie" shore in 1497, in the service of the English King; and for one hundred and fifty years thereafter—until the townsite was traded to the first white settler—the Mohicans claimed this romantic country as their own.

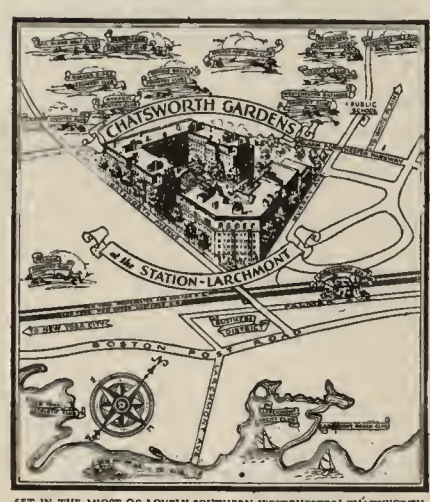
And today, too, the chief characteristic of the modern Larchmonter is his love for the vigorous open-air life, a precious heritage of those free early days. No crowded noisy streets are here, no bustling business: but hills and woodland lanes, gleaming ribbons of motor highways and the tumbling waters of the Sound.

A Social Community

So here are clubs—the town is built around them. The Larchmont Yacht Club, an internationally famous organization, flourishes by the harbor, and is host to three hundred yachts in Race Week. Twelve country clubs brighten the surrounding countryside, among them some of the finest in the metropolitan district.

Larchmont is indeed the village delightful, with much community pride and activity. It is one of the most accessible of New York's better suburbs—thirty-four minutes from Grand Central Station. Though so near the city, it is in another world.

"The place where sweet waters fall into the sea"—what a beautifully cadenced phrase the Indians gave to Mamaroneck; for that is the Mohican name for the township in which the village of Larchmont is located. Here the sweet, fresh waters of the Mamaroneck River meet the tides of Long Island Sound.



SET IN THE MOST OF LOVELY SOUTHERN WESTCHESTER! CHATSWORTH GARDENS ARE THE FINEST SUBURBAN APARTMENTS YET PROVIDED FOR THOSE WHO ARE USED TO AND DEMAND THE BEST.

Chatsworth Gardens is the newest and finest addition to Westchester's Park Avenue—that colony, of the finer type of apartment houses that have revolutionized country life for those who understand the art of gracious living.

There was a time when no one could enjoy a country house, with its spaciousness, freedom and out-door activities without the burden and inconvenience of a large estate. But now it is possible to combine the privacy of a real home with all the luxuries and finer details usually associated with the apartments that line Park Avenue.

Chatsworth Gardens —AN IMPRESSIVE RESIDENCE

Chatsworth Gardens consist of three beautifully designed buildings, of the Spanish type of architecture. Extensive gardens surround them and form a great central court of surpassing beauty.

The apartments are charming homes of three to seven rooms with one to three baths. Such features as dining alcoves, dressing rooms, large foyers, and plenty of closet space enhance their attractiveness. A few are duplex suites of seven and eight rooms, with large studio windows and private roof terraces.

Every apartment has colored tile walls in bath rooms, a scientific kitchen with modern equipment, and a noiseless central electric refrigeration system. Additional features are

a children's playground, an indoor gymnasium, incinerators, and safety automatic elevators.

Send for Booklet
Chatsworth Gardens are fast nearing completion, and will be ready for occupancy in September. Leases are now being arranged at moderate terms. Inspection of these exceptional apartments is invited at once, or an attractive booklet will be sent upon request.

Residing Office Now Open
9:30 a.m. to 4 p.m. Daily including Sunday. Phone LARCHMONT 2699.

CHATSWORTH GARDENS, Inc., 119 WEST 57TH STREET, NEW YORK

Telephone: CIRCLE 6133

CHATSWORTH GARDENS AT THE STATION LARCHMONT

THIS is one of the advertisements of the Chatsworth Gardens series prepared for the owners by the Ferry-Hanley Advertising Agency of New York City. The luxury of equipment and appointment is stressed, as well as the location of these garden apartments in the suburbs. With a background of rolling hillside, dotted with country clubs, these apartments are within a stone's throw of a railroad station only a thirty-four minutes ride from the center of the metropolis. In this way the developers bring home to the prospect the advantages of having the luxuries of city life out in the suburbs with apartment convenience



The Old Generation and the New

Everybody's Business

By Floyd W. Parsons

TROUBLE lies ahead for any corporation that succumbs to the spirit of complacency. Today there is no such thing as settled and established safety in industry. A few years ago the Ford Company was so sure its position was impregnable that it ceased to advertise its product. Now Mr. Ford knows that leadership can only be maintained by constant advertising, never-ending research and eternal vigilance.

The successful introduction of the motor car awakened the railroads from a long sleep and put a serious crimp in the volume of their business. The introduction of radio forced radical changes in the phonograph business. In fact, each passing day now increases the toll of ruin of companies that have persisted in a hide-bound attitude with respect to hundreds of recent innovations from four-wheel brakes to electric pumps.

With science at the helm, the speed of travel has become so fast that no one can take his eyes off the road ahead for the fraction of a minute. There is no telling whether it is opportunity or disaster that lies just around the corner. Survival is for those business men able to read quickly and correctly the signs that loom ahead. Ignorance and incompetence in management will be penalized more heavily in coming years than in the past.

Research and invention have reached the point where it is practically impossible for a monopoly to be developed and carried on in safety. Let someone raise the price of an essential material beyond a reasonable level and the immediate outcome is the creation of an artificial substitute. The Japanese have a monopoly of camphor. But they are quite aware that in Germany as well as in the United States are several plants that

Just Around The Corner

can start producing camphor in large quantities on a few days' notice. The same thing is true of tin. The producers of this metal know that tin cans are essential to the maintenance of our

present civilization. They could reap a temporary harvest by pushing up the price of the metal. But they realize that such arbitrary action on their part would set hundreds of chemists to the task of perfecting new and better food-preserving methods.

More efficient ways of doing things are developed just as soon as it pays someone to complete the necessary research. Laboratory workers have already proved the practicability of numerous methods of liquefying coal, manufacturing artificial rubber and producing synthetic foods. But none of these processes will be undertaken on a commercial scale until the price of the original article is advanced to a level that makes it appear profitable to inaugurate the new practice. The only deterrent to the development of billions of tons of oil shale is the present low price of petroleum. Our thanks are due the scientist more than the lawmaker for the protection now afforded the public against extortion on the part of corporate interests.

FEW people realize the tremendous increase that has taken place in the number of factors at present busy shaping the course of industry. In the past we gave our undivided attention to concrete matters that exercised a direct influence on our business. Now we have come to appreciate the truth that some of the greatest revolutions in thought and practice have been the result of the action of more or less intangible considerations that finally gained recognition as being of paramount importance.

For example, the common cold has been with us from time immemorial, and yet it is only recently that we commenced to understand that this ailment, trivial as it may seem, represents the chief threat to life and business. Here we have a question so vital that many consider it of first importance among the riddles of the universe. Colds cause a greater loss to industry than any other one thing. They are more responsible than all else for absenteeism and low individual efficiency. In a survey of public schools 75 per cent of all absences were due to sickness, and more than 40 per cent of this sickness resulted from respiratory infections. An investigation of groups of employees disclosed that out of every hundred workers there were 41 absences each year due entirely to colds.

Hundreds of millions of dollars would be saved for humanity by reducing the world's colds by even one-third. The common cold is responsible for 75 per cent of all pneumonias. It is the Siamese twin of influenza, which dread disease will often afflict 40 people out of every hundred in times of widespread epidemics.

The edict has gone forth that the problem of the cold must be solved. Science and capitalism have joined hands in the fight to eradicate this serious ailment that leads to greater waste and more fatal complications than any other disease. The cold germ has not been definitely isolated, so in our work of prevention, we must resort to a variety of remedial measures, most of which are of doubtful value, if we are to judge by the wide divergence of authoritative opinion.

We can help prevent colds by removing diseased tonsils, using vaccine and trying to avoid contact with those suffering from the disease. But after all is said and done, it is clear that the greatest preventive measures lie in the fields of intelligent heating, dressing and eating. On these points there is a general unanimity of belief. Recent investigations have disclosed several truths: We must dress according to the weather rather than to the seasons. Light underwear is preferable, and a moderate amount of cold bathing helpful.

AS the public comes to understand this problem, the effect on various industries will be increasingly important. Heavy underwear will pass out of the picture. An acid condition of the blood will be rendered less likely by more and more people adhering to a diet that is predominantly alkaline. We will live and work in rooms at a temperature of about 68 degrees, and having the air properly moistened so as to preserve the membranes of the nose and throat in a healthy condition during the cold months. We will turn to the exclusive use of smokeless fuel so that the vital rays of the sun will be able to find their way through an unpolluted atmosphere. These are points that must not be overlooked by the industries concerned.

Without turning away from this question of the likely influence of health considerations on the general course of business, let me set forth a few thoughts respecting the highly dramatic disclosures recently made in the mysterious field of radiations. No recent discovery surpasses that which proved the close relationship between light rays and vitamins. Here again we seem to have opened the gate to higher efficiency.

IN a number of smoky cities it has been disclosed that three out of four children develop rickets in greater or less degree during the dark winter months. Cod-liver oil was the first accepted remedy for this ailment. Later, it was found the disease could be cured by placing the patient in a "bath" of ultra-violet rays.

These experiments led to the logical conclusion that since the curative agent in cod liver oil is vitamin D, there must be some relationship between this vitamin and the action of sunlight.

Like the germ of the cold, no one has ever been able to isolate a vitamin. But we do know that it is a strange substance in a state of high "activation," or what we might better call irradiation. This means that the vitamin is the antonym of darkness. It has the power to impart the quality of light. Without this quality the human body is unable to develop and maintain a bony structure. Even in the vegetable kingdom, plants that have never been irradiated become porous and soft with a structure similar to that of the mushroom.

Great changes are resulting from the simple statement of these truths. Dr. Steenbock of the University of Wisconsin startled the scientific world by showing that rickets could be cured through merely irradiating the foods eaten by the victims of this deficiency disease. By means of this process of irradiation, vitamin D is added to cereals, milk, vegetable and nut oils, dextrin, spinach, lettuce, fruit juices and yeast. Some of the world's greatest food corporations are already paying hundreds of thousands of dollars for the privilege of using ultra-violet light to activate their products. Better still, all of this money goes to support additional research to provide us with more new knowledge. This means that we are coming rapidly to an age of light. Those of us who are unable to get a sufficient ration of sunshine filled with violet radiations may at least safeguard our nutrition by getting light-energy from various types of foods that have been irradiated. This will give us the essential vitamin D that alone renders it possible for our bodies to use the calcium, lime and phosphorus contained in the foods we eat. Calcium and phosphorus are to the human body what steel is to the skyscraper. We may eat a diet rich in these minerals and not get the use of them if we lack the vitamin that cements together a correct proportion of the elements that make up the human skeleton.



Here Lies a Great City

The Country Club Chums With A Development



Photos by Tebbs & Knell, Inc.

COUNTRY clubs have often been heard of in connection with developments. In the advertising literature of many subdivisions there will be found facts and maps showing the proximity of the advertised project to this golf club, that riding school, and so forth.

All this is quite proper. Our best developments do not disdain to consort with the country clubs. In fact, they have heretofore shown themselves particularly chummy with refined clubs whose references were all that they should be.

But developers have sometimes been accused of obtruding upon the privacy of country clubs by presuming to establish residential communities within the sacred precincts of the neighborhood surrounding a country club frequented by the best families.

In order to forestall such charges, many developers have built their own country, community, or shore

clubs, vying with the best in excellence of design and grandeur of appointment. By erecting buildings of this kind they have provided in the beginning for the pleasurable activities which would arise out of a growing community spirit and, incidentally, raise the tone and value of the properties they were selling.

Only the best developers, however, have been financially able or otherwise capable of establishing a country or community club. There are certain principles which should be followed in creating community centers of this kind. But more about this later.

Let us first consider a very unusual case of a happy marriage between a development and a country club. The extraordinary point about this combination was that instead of the developer seeking the country club, as is common, the country club in this instance tagged along behind the development, following the successful improvement and establishment of the project in question!

at
 Redmont Park
 Birmingham
 Alabama



So good was this development that the superlatively fine country club which you saw depicted on the first pages of this article did not hesitate to establish itself in close union with the residential community, thus reversing the usual order of events.

This uncommon situation was created by a no less uncommon development and a country club of more than ordinary class and magnificence.

The city of Birmingham in the far South was the scene of this idyllic combination in its suburbs, and the story of how the developer visualized his community and then went ahead and created it is an inspiring one.

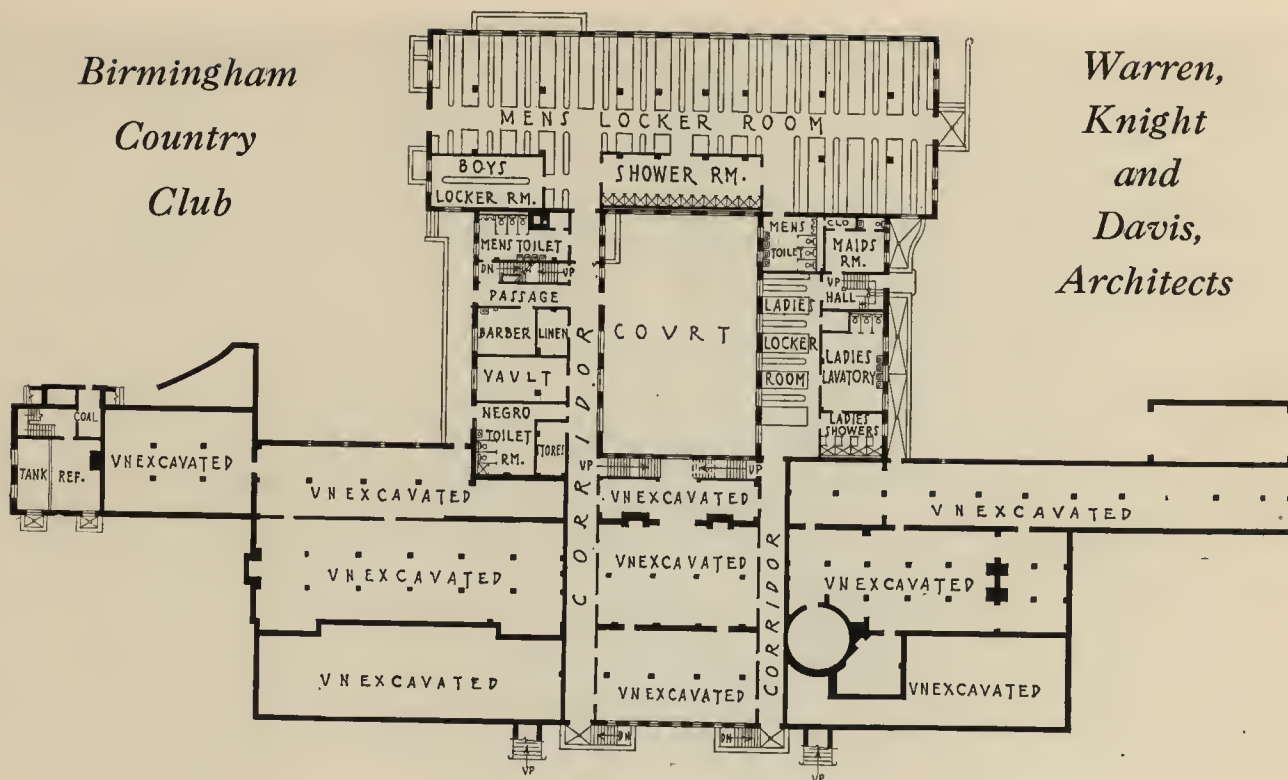
Birmingham, Alabama, "the Pittsburgh of the South," is like its northern counterpart in two respects—it stands at the meeting of many valleys among the torn architecture of the Appalachians, and from its thousand factories the smoke rises high all day.

But with the growth of the city in commerce has

come a corresponding growth in affluence, and as in the Pittsburgh of the north, the new-found wealth of the citizens has led them to desire and to obtain better homes than those among the valleys where the smoke rises perpetually—and perpetually begrimes everything.

Redmont Park, Birmingham's newest suburb, is the expression of this new movement, and Jemison Companies is the firm which has been a leader in community progress.

It was Robert Jemison, Jr., the president of the company, and one of Birmingham's leading business men, who first realized the necessity for a movement over the hills and far away from the smoke of the industrial city. With this thought in mind, he spent over six months making a careful examination of all the sites in and around Birmingham with a view to selecting a new suburban site for just these advantages. He took into consideration such things as



*Birmingham
Country
Club*

*Warren,
Knight
and
Davis,
Architects*

Planned to Serve a Restricted Community

the prevailing winds, the way smoke settles, and other questions not usually given a thought by real estate developers.

Redmont Park, as finally selected, might have seemed unpromising. It was high, it was rocky, it was irregular—but Robert Jamison, Jr., knew.

THE site once selected, he began to introduce new methods and new ideas at a furious rate. The first was restrictions. He made them very stiff. Redmont Park is outside the zoning ordinances of Birmingham, but Jamison introduced a restriction that no residence could be started in it without the written approval of the Redmont Land Company on the plans and specifications. The committee on buildings, which was to pass on these plans and specifications, was composed of three members of the Jamison organization, one of them an engineer. The minimum building requirement was fixed at \$10,000.

The next step was the layout. For this job, John H. Glander, Jr., one of the most prominent civil engineers in the south was selected, and to him was added W. H. Kessler, a landscape architect of considerable renown in Birmingham, as a consultant.

The whole plot was mountainous and rocky, so instead of trying to level it off in any way, the designers accepted this feature and led the streets in the subdivision around in a series of curves and circles. There isn't a straight street in the place and the plan is a violent variation from the conventional gridiron. In every case the streets were arranged to follow the natural contour of the land and to reduce the grades

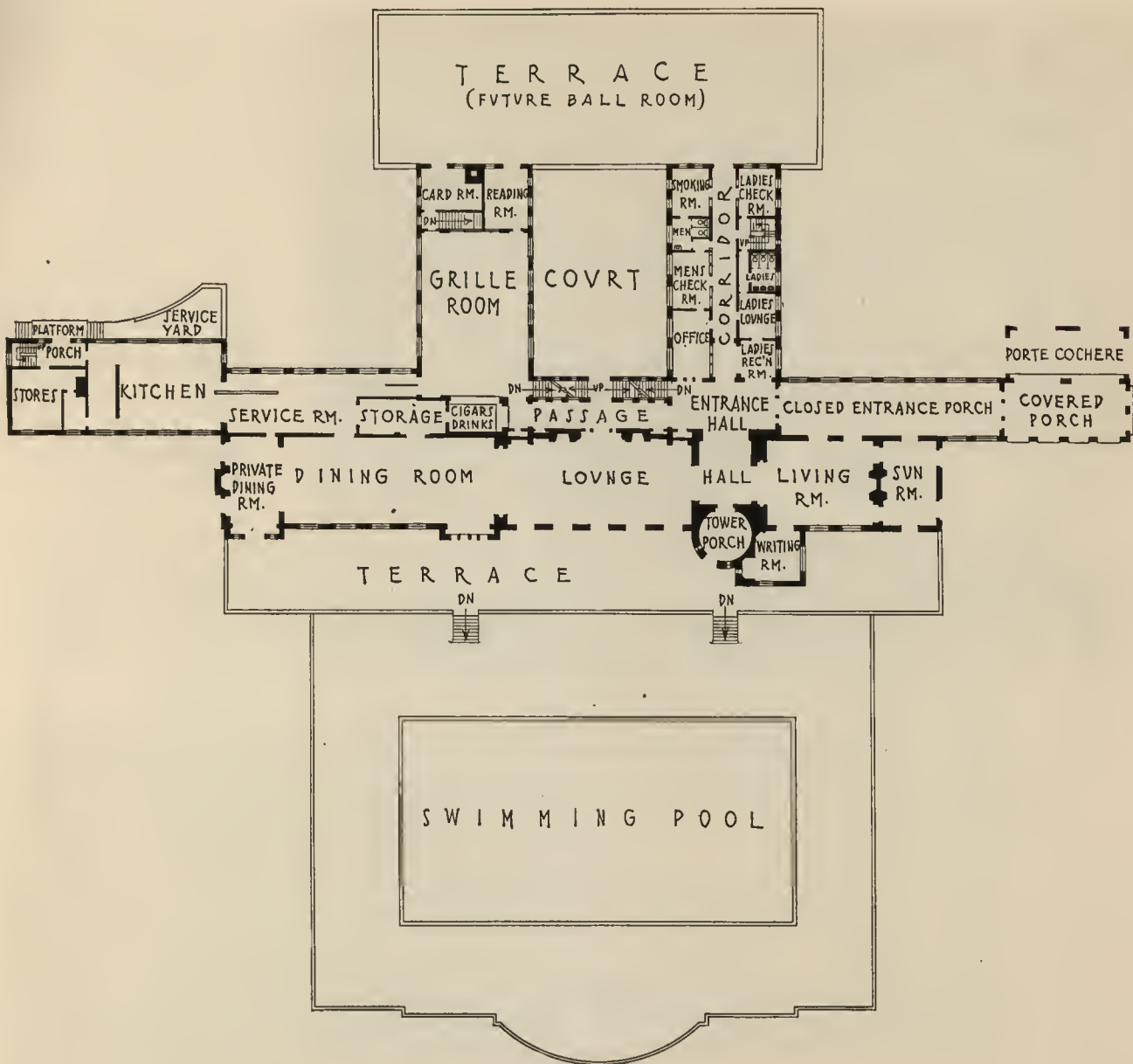
as far as possible. The result was a revelation to home seekers. The next thing was the lots themselves.

Mr. Jamison studied scientifically the question of the size of residence lots. Looking back to the time when Birmingham subdivisions started, he prepared a series of charts showing the average size of building lots, and had graphs made from them. They showed conclusively that the size of building lots had increased rapidly and that the best selling subdivisions were those in which the lots were largest. It was therefore determined to make the lots large ones.

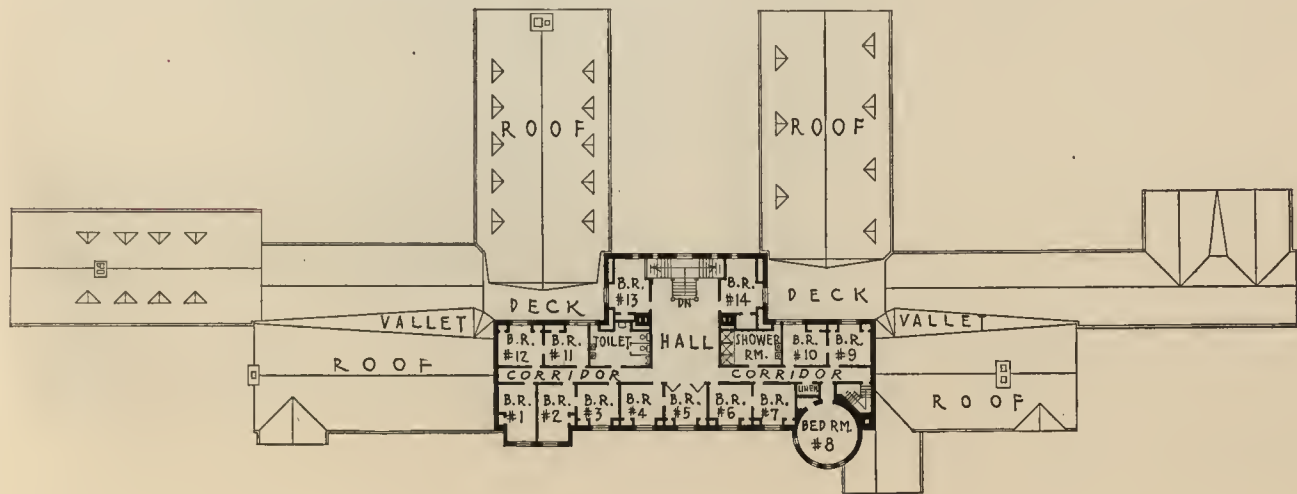
As the streets were already irregular in shape, it became more or less necessary to make the lots irregular. "Fine," said the engineer and landscape architect, "We'll take advantage of that fact." And he proceeded to plan each lot as carefully as though it were a separate subdivision. The net result is that there are not more than twenty oblong lots in the whole development, with the smallest lots running 80 x 144, and the average size of the lots being 125 x 110.

BUT the Jamison Companies didn't stop with planning their lots and streets so that everyone could get a good view! They included in the restrictions placed on the subdivision such clauses on buildings as to insure everyone maximum value from the careful planning of architect and engineer.

On every one of the 276 homesites, a distinct restriction was placed as to the location, set-back and side-lines of the home and any outbuildings that might be added, and the restriction written into the deed. This, as the developers declare, was to insure that the



PLANS for this magnificent club were selected by a committee which visited club houses in nearly all leading cities. The clubhouse proper is approximately 300 feet long and 115 feet wide, exclusive of terrace over men's locker room in basement and not including tower





IN a magnificent room like this, with high, beamed ceiling and travertine walls, residents of Redmont Park who are club members may lounge, read and take their ease



THROUGH an arched doorway we glimpse below another view of the club's living room with its exquisite appointments and furnishings specially chosen

Where Residents of the Park Relax

buildings were placed "at the most advantageous location possible for both that owner and the adjoining property owners." As the work was done by the best men the developers could get on the job, it was accomplished in first-class style, and the net result has been an exceptionally pleasing subdivision beautiful throughout, both as to the individual houses and the vistas they command.

AS it was to be a subdivision of large-size lots, carefully restricted, and appealing to the quality buyer, the Jemison Companies went the limit in improvements. Asphalt pavement was put in throughout, city water, sidewalks on all streets, electricity, sanitary and storm sewers, gas, splendid electric lights, fire plugs and park areas, were all installed at the expense of the developers. The subdivision, in fact, was made a legitimate part of the city of Birmingham.

It is interesting to note that so high does the reputation of the Jemison Companies stand in Birmingham that a large proportion of the lots were sold on the strength of the company's promise to put in these improvements before any work had been done on them.

The selling, like the planning of the subdivision, was carried out on somewhat original lines. Stress was laid on the service features of the subdivision—the many improvements, the care with which it had been laid out and designed to give every home owner the best possible view, and the services of experts in selecting and planning the houses of purchasers so they would derive the maximum benefit from their lots. Price was not made a talking point at all.

No field office was maintained on the subdivision, Mr.



Jemison holding that a sales force can be better managed from the home office, where an accurate check on the movements of the salesmen can be kept, and where they can be given the support of the more experienced sales and division managers in the home office.

This does not mean, however, that nobody was on hand in the subdivision. As stated, it is a hilly one,

with the streets arranged to conform to the hills. At strategic points on the hilly streets, in positions where they could see anyone entering the streets of the subdivision, senior salesmen of the Jemison Companies were stationed with big cars which bore placards indicating their purpose. When visitors came to look over the ground one of these salesmen simply started up his car and whirled down to the visitor with courteous offers to show them around and explain the subdivision.

These "perambulating offices" were kept on duty every fine day, and there were a lot of fine days. To their efforts a large proportion of the sales made in the subdivision could be



*L*ARGE and artistically cast fireplaces feature this commodious lounging room with specially plastered walls and beamed ceiling



*S*PECIAL attention was given the molded plaster ceiling in this large and well lighted dining room of the Birmingham Country Club near Redmont Park

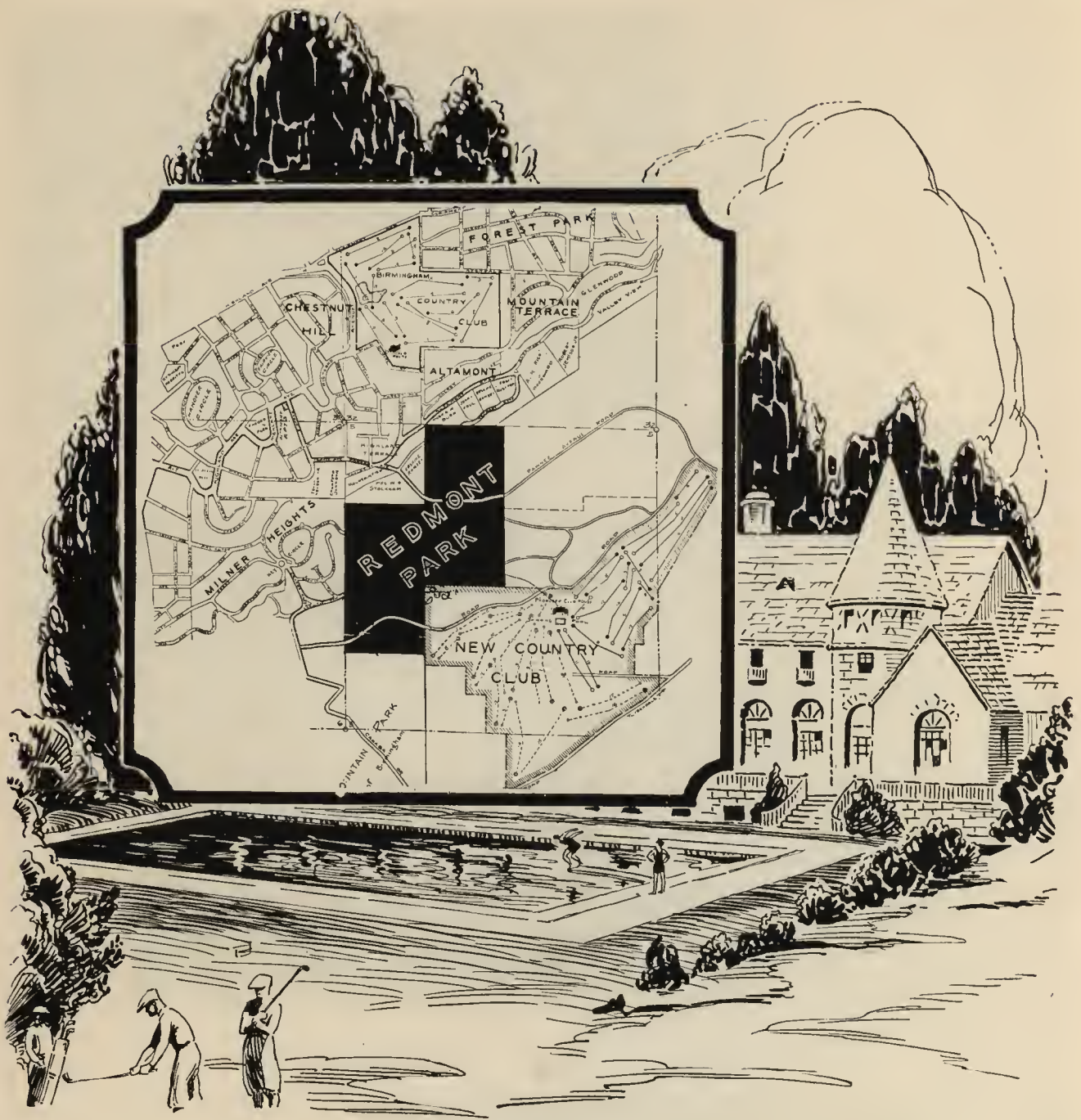


*T*HIS closed entrance porch with its tiled floor, handsome light fixtures, and well proportioned doors and windows is a good illustration of the club's grandeur and of the architects' splendid skill

traced. Naturally, only the best and most experienced salesmen were used for the purpose, for it was a job requiring no small amount of tact and delicacy.

All salesmen were under instructions to take every prospect to visit the park areas before leaving the subdivision, Mr. Jemison being a strong believer in the value of parks in selling nearby property.

The development was split into five different sectors, and the efforts of the company concentrated on one sector at a time. Practically all the lots were sold out as fast as they were offered to the public, less than 30 of the 276 lots remaining unsold, which is about 90% sales.



The Park and Club Are Closely Knit

Says one observer, "The fact that the Birmingham Country Club moved its home into Shadee Valley right next to Redmont Park at about the time the second block was placed on sale, no doubt influenced the sales favorably, but this is only another tribute to the prescience of Robert Jamison, Jr., in selecting the right site for his new subdivision."

Here we have the real facts on how a fine country club grew chummy with an equally fine development. No matter how good the location was, the club would never have established itself right next door to the subdivision unless the project had been worthy.

The high quality of the purchasers of the subdivision

may be shown in another way by the statement that the average cash payment for lots was in the neighborhood of 20 per cent of the purchase price, and that all of them will be paid out in three years. There were also many cash sales, and on over half the lots sold—one hundred thirty-two—the erection of homes is either complete or begun. The English type of architecture, as recommended by the landscape architect retained by the company as a consultant for its clients, predominates in the subdivision, and lends an additional charm to that gained by its fine layout and exquisite landscaping.

Cash bonuses for the largest amount of sales in lots

and the largest amount in cash were offered to salesmen during the marketing of the subdivision each month, and to this, together with his home office supervision and "perambulating sales offices," Mr. Jemison ascribes his remarkable success with this subdivision.

That Redmont Park will continue to be a success and that it will retain its original tone and community spirit is a certainty, made no less sure because of the presence beside it of a beautiful and useful country club, capable of filling the recreational needs of the residents of Redmont Park.

Redmont Park

After Three Years!

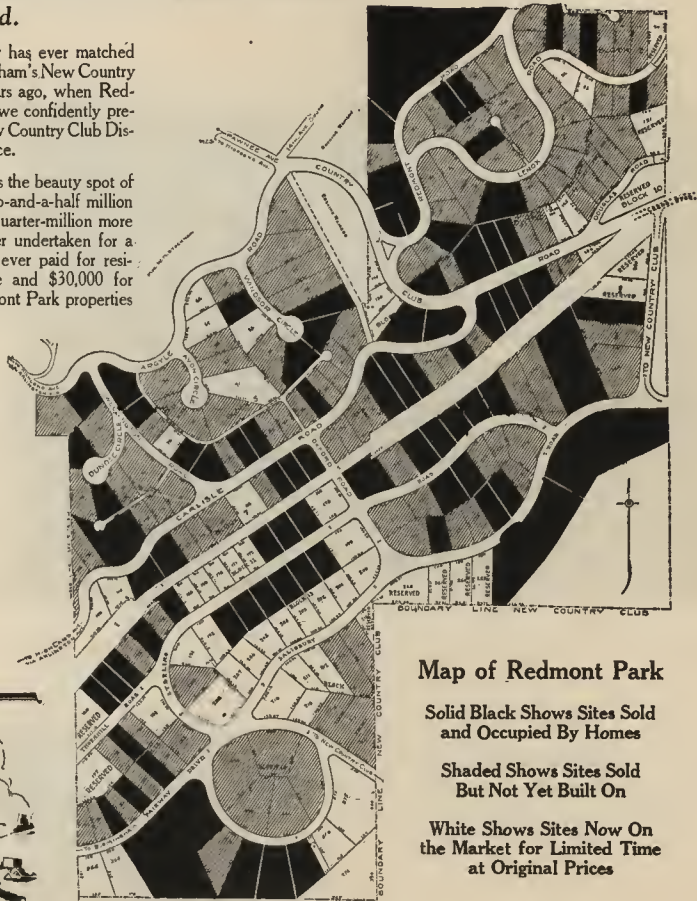
\$2,500,000 Invested In Fine Homes—219 Home Sites Sold—84 Fine Homes Built—Most Costly Improvements In Birmingham Complete—Every Promise Faithfully Fulfilled.

No home development in Birmingham's whole history has ever matched the amazing record made by Redmont Park—in Birmingham's New Country Club District. In our announcement—made three years ago, when Redmont Park home sites were offered for the first time—we confidently predicted that this new neighborhood in Birmingham's new Country Club District would soon become our city's residential show place.

Our prediction is now a reality. Redmont Park today is the beauty spot of Birmingham. In three years the prodigious sum of two-and-a-half million dollars has been spent here for fine home-building. A quarter-million more has gone into the most costly improvement program ever undertaken for a new home community in this city. The highest prices ever paid for residential sites have been recorded—\$100,000 for one site and \$30,000 for another. Two hundred and nineteen sites in the Redmont Park properties have been acquired by purchasers.

Redmont Park Home Sites Were Sound Values When First Offered In Advance of Improvements and Fine Home Building. They Are More Than That Today!

The few sites yet available in Redmont Park are exceptional values. Added to their intrinsic worth because of their superlative location are the values which have been created through the building of 84 fine homes. Redmont Park is bulwarked by the millions spent here for costly homes. It is entrenched by the established character of Birmingham's Country Club district—which Birmingham society has designated as its place of residence. Values here are still far from peak. The scarcity of sites—the widespread demand for them—the rapid movement of Birmingham's first families to this community—are sure to send them even higher. Permanent protective restrictions will safeguard them for all time.

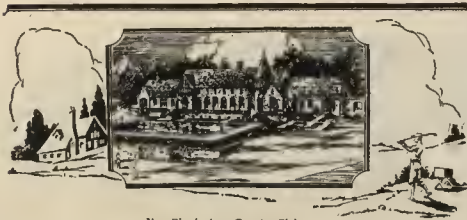


Map of Redmont Park

Solid Black Shows Sites Sold and Occupied By Homes

Shaded Shows Sites Sold But Not Yet Built On

White Shows Sites Now On the Market for Limited Time at Original Prices



New Birmingham Country Club

Only 31 Homesites Now Available At Original Prices

THE JEMISON COMPANIES

ROBERT JEMISON, JR., PRESIDENT

**REAL ESTATE ~ MORTGAGE LOANS
INVESTMENT BANKERS
BIRMINGHAM, ALABAMA**



Many developers of high-class communities less fortunate than the *Jemison Companies*, in that country clubs have not established themselves at their very gates, nevertheless feel the advisability of retaining that priceless community spirit by means of a community club of some kind.

THIS is in line with the ideas of our best developers who are becoming noted as not merely builders of houses to sell but pioneer creators of entire communities and foster-fathers of all that goes to make up a fine modern American community.

In following the urge to sponsor a finished community and all its works a developer naturally accepts a tremendous responsibility and should acquaint himself with the essentials requisite to the proper establishment of such an important feature as a community club.

In the early part of this article the prom-



A Fitting Entrance



BRICK is a much used building material for homes in this beautiful residential park close by the new country club

ise to discuss the formation and erection of community clubs was made and that promise is now fulfilled in as complete a manner as space permits.

THE authority for the following principles for establishing community type buildings in a well-known architect with recognized standing in this, as well as other fields, and we pass his information on to our readers almost verbatim, in the belief that his suggestions will benefit developers desiring to erect buildings of this kind.

Before planning a building of the community type, a study should be made of other buildings that serve the community and that contain units similar to the ones you are planning to install in the proposed building. It is necessary to know whether there is a demand for these features and

whether such features, if installed in your building, would overlap with similar features in other buildings.

You should also know the needs of the community so that you may know that you really need an auditorium and whether bowling alleys or a swimming pool are necessities. It has been my experience that where a building is planned without a thorough knowledge of other available buildings, very often it contains units which are not at all desired by the people and consequently are an extra burden to carry. On the other hand, valuable features which are greatly desired are sometimes omitted because the funds have been expended on features which are not wanted.

Charming Homes



*W*INDING steps lead up to terraced homes on wooded hilltops, carefully plotted by expert community planners



Photos by A. C. Keily

r a Fine Community

The committee in charge should visit other buildings of a similar type so that it may obtain first-hand information on the operation of such a building. The study should cover, in addition to the plans of the building, direct questions on the cost of operation, the income, the use of the various features by the members, the indoor and outdoor program and any suggestions that those in charge may have to make, on the basis of their experience for the planning of your building.

Each building should be planned for the community which it is to serve. There are no standard buildings. Often buildings will necessarily be small, but it is advisable to employ an architect who has had experience

in Redmont Park



EACH home at Redmont Park is properly set on its site by restricted regulation based on maximum benefit for all



THIS French villa of stucco with shingled roof sits admirably in Redmont Park where undulating topography suits

in the designing and construction of such community buildings. It is not desirable to hold a competition for architects covering the submission of plans. Before the work is awarded to the architects, it is necessary to have an understanding as to what the building will cost. The experienced architect will be able to give you a good idea of the price.

BUILDINGS of the community type should be planned around five ideas.

It is important, because of the difficulty of securing funds for operation, that the building shall be so planned that it can be supervised by the smallest staff possible. That means that if you rent your auditorium to the public, it should be a separate unit which you can cut off from the rest of your work. The entrance and exit to the auditorium will be separate from your building.

It further means that rooms should be square so that each room will be clearly

visible and all activities can be kept under the control of one point of supervision. This is especially true of those larger buildings that contain gymnasium, swimming pools, bowling alleys, game rooms and similar activities. It should always be kept in mind that a plan calling for a number of separate points to supervise will be expensive to operate.

THE line of circulation of each member using the building should be direct so that in passing from one activity to another it will not be necessary to disturb the unused activity in order to reach the required activity.

That is, if you rent the auditorium to outsiders or if you run an entertainment, it should not be necessary to disturb members.

The EASTERN POINT of VIEW

By the Editor

Picking Plans

THE importance of picking the right design was recently emphasized by one developer. The editor of this department was speaking with this developer in his office. The developer had just started a new project and was showing plans for a model home of English design.

"It has been my experience," he said, "that the English type of home is in great favor today. We never try to impress our own ideas on prospects. Thus we never put up a house that we think they should like or that they ought to like, but we try to choose designs that are most favored in the popular styles of the day.

"This does not mean that we cannot use our own taste and discrimination in picking designs in this category. We do. But in the last analysis it is the prospects' desires that count.

"It is so easy to go wrong from the very beginning by picking the wrong design. We know the terrible experience of constructing a house that will not sell, merely because the people do not like the looks of it. Even when the right design is picked the house may be spoiled by poor finishing."

The Duplex Type

THAT the two-family house is gaining in favor is apparent from the larger percentage of duplex and two-family houses now being financed by building and loan associations.

Pennsylvania is generally thought of as the favorite seat of the duplex home and it is true that they are to be found there in great numbers. One of the latest models of duplex designs in that state was photographed recently by one of our editors during a trip through the Keystone State. This Pennsylvania home is reproduced in an illustration on this page.

Pennsylvania, however, does not have the greatest number of two-family houses, according to latest records of building construction compiled for the first six months of this year. Massachusetts, New York and New Jersey as well as Illinois and Michigan each have a greater number of two-family houses recorded than the state of Pennsylvania.

Developers may check these figures for themselves in our statistical chart shown on another page.

Expert developers are now seeking to overcome the disadvantages of the two-family house by architectural planning, and there is undoubtedly a trend toward the greater construction of these homes because of their revenue producing value. This should continue to be a popular field for developers.

Choice Home Designs

THIS month in our Colorkeed section we show a group of four splendid designs selected from modern styles especially suitable for development homes of the present day.

This quartet of designs are chosen specially to suit the whims and wishes of prospects. It is headed by a plan called the Oriole, a Dutch Colonial home with wide siding. The Dutch Colonial design is always popular and the wide siding feature is attractive.

Following the Oriole we have the Norwich which is an artistic English cottage with exterior of shingles.

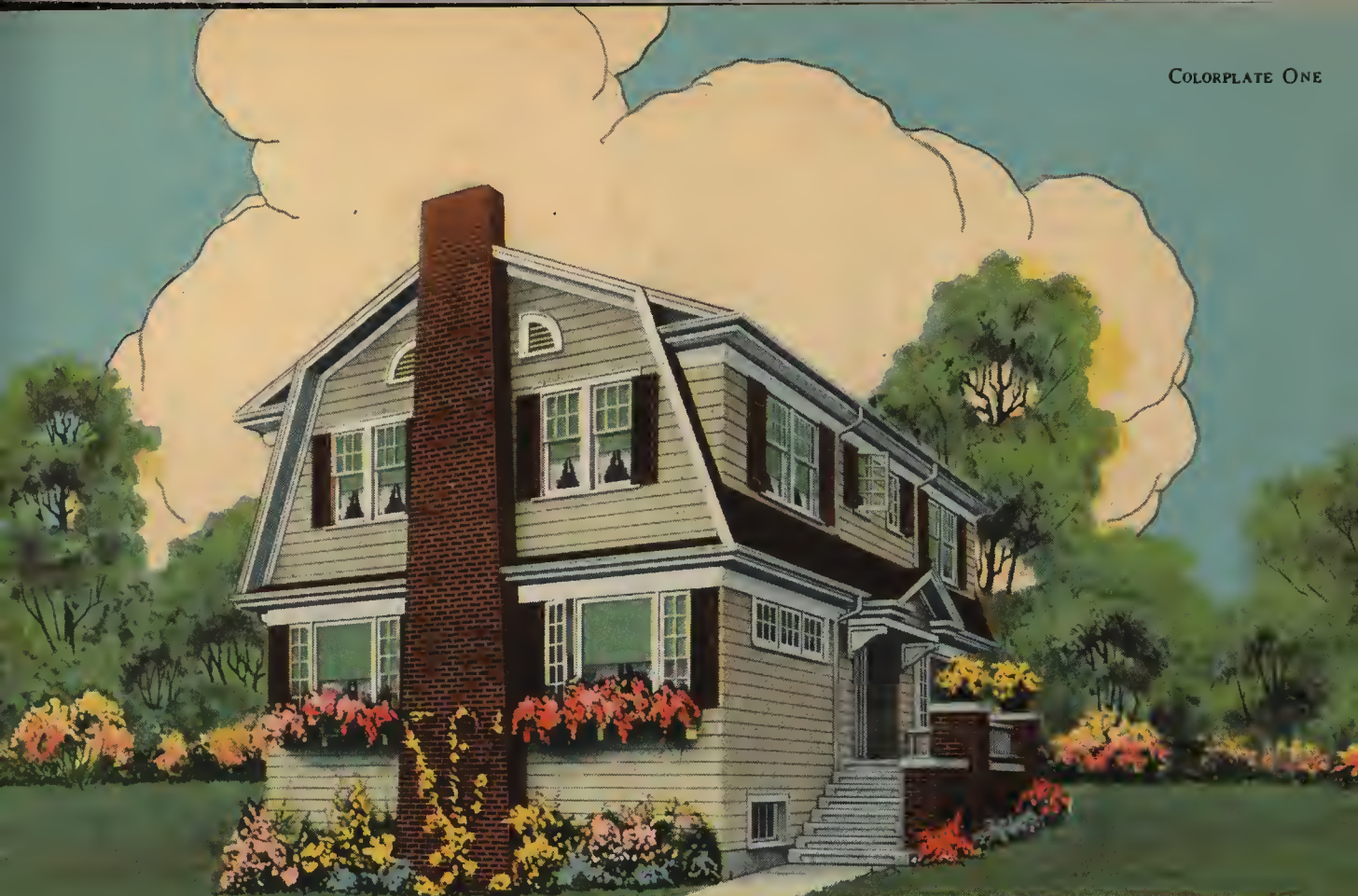
Next comes the Newark, a colonial design of seven rooms with attached garage. Here is a commodious home possessing the modern feature of auto housing.

The Palmdale is the fourth and last design in this specially selected series. It is an artistic English home in stucco, a material that is finding great favor these days on developments specializing in English and Spanish adaptations.

A glance through this Colorkeed section will convince you of the adaptability of these designs to modern developments. The BUILDING DEVELOPER will be glad to furnish you with whatever information you desire in regard to construction methods, materials, equipment, where to buy plans, and so forth, in connection with these Colorkeed designs.

Each month the BUILDING DEVELOPER publishes colored pages of designs specially selected as being suitable for development construction. Complete working plans for Front Cover Homes are also printed.

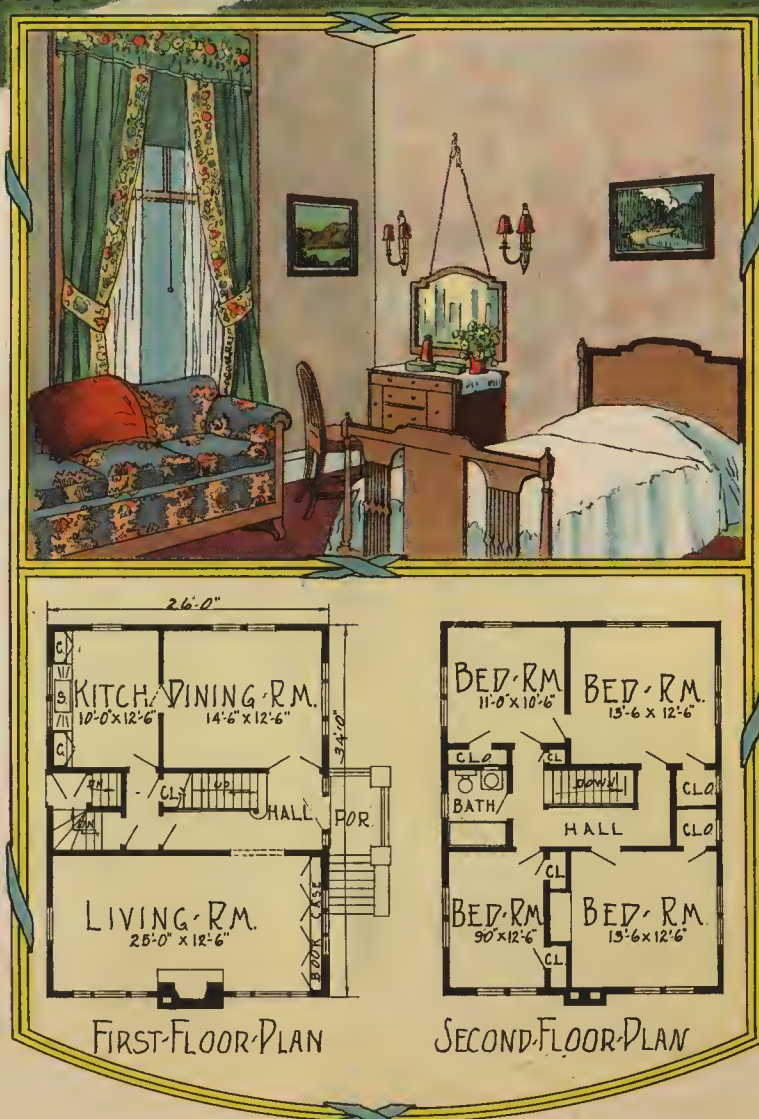




The ORIOLE

THE Dutch Colonial home with its quaint gambrel roof has a great attraction for many. This example has been planned most happily, as a study of the floor plan will show. The color sketch just above the plan suggests attractive furnishings for one of the bedrooms.

Copyright, 1928, by William A. Radford, New York and Chicago.
Pat. March 15, 1921, and Sept. 30, 1924.
ColorKeeD Plan Patented April 19, 1927.





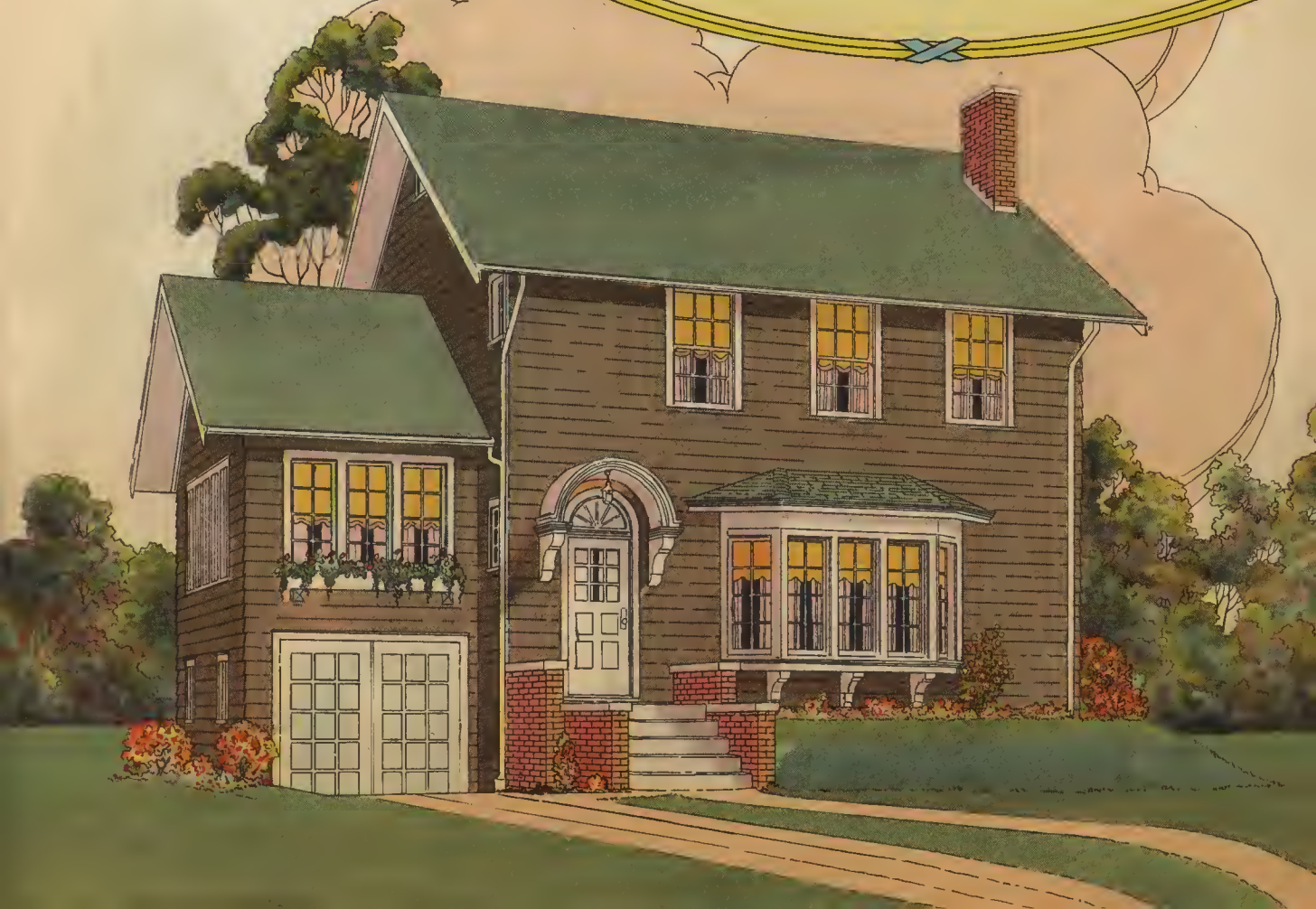
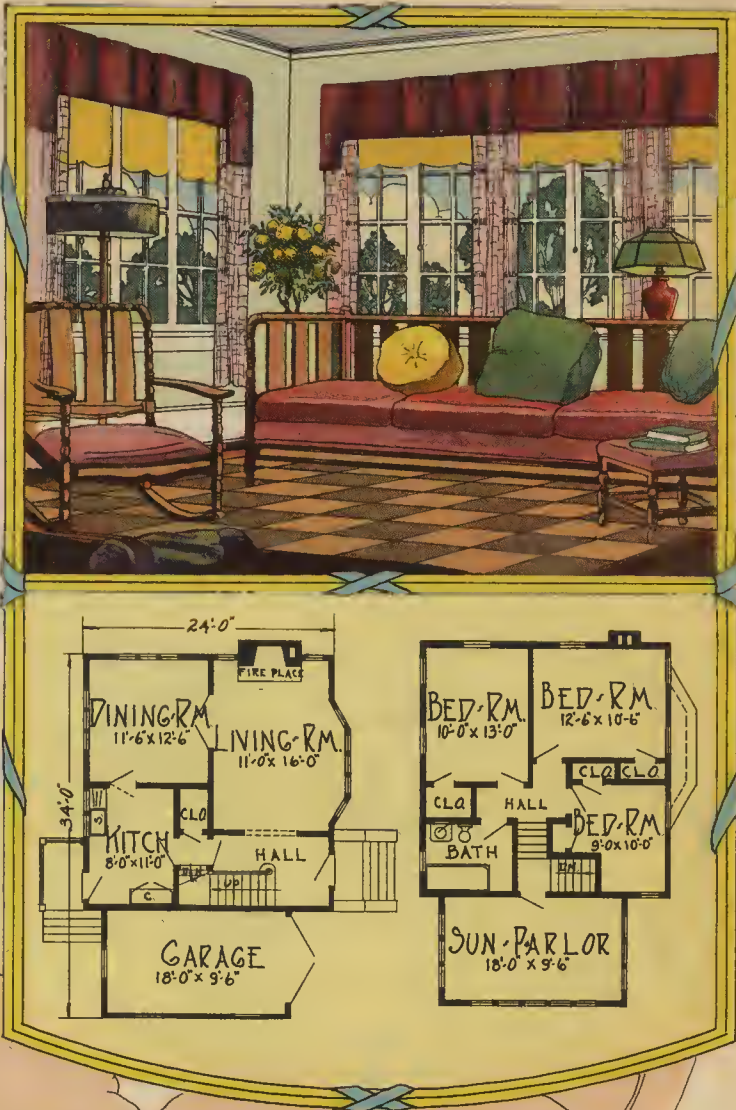
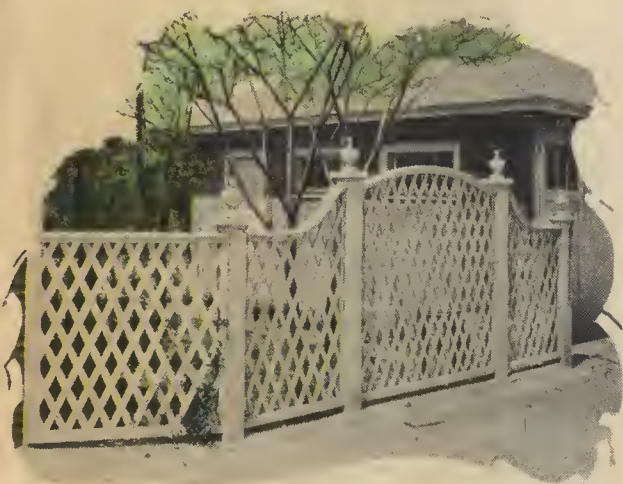
The NORWICH

AN English Colonial cottage of large shingles laid irregularly. The house contains six fine rooms besides the big sun room opening off the dining room and the reception hall of generous dimensions illustrated in the sketch to left.



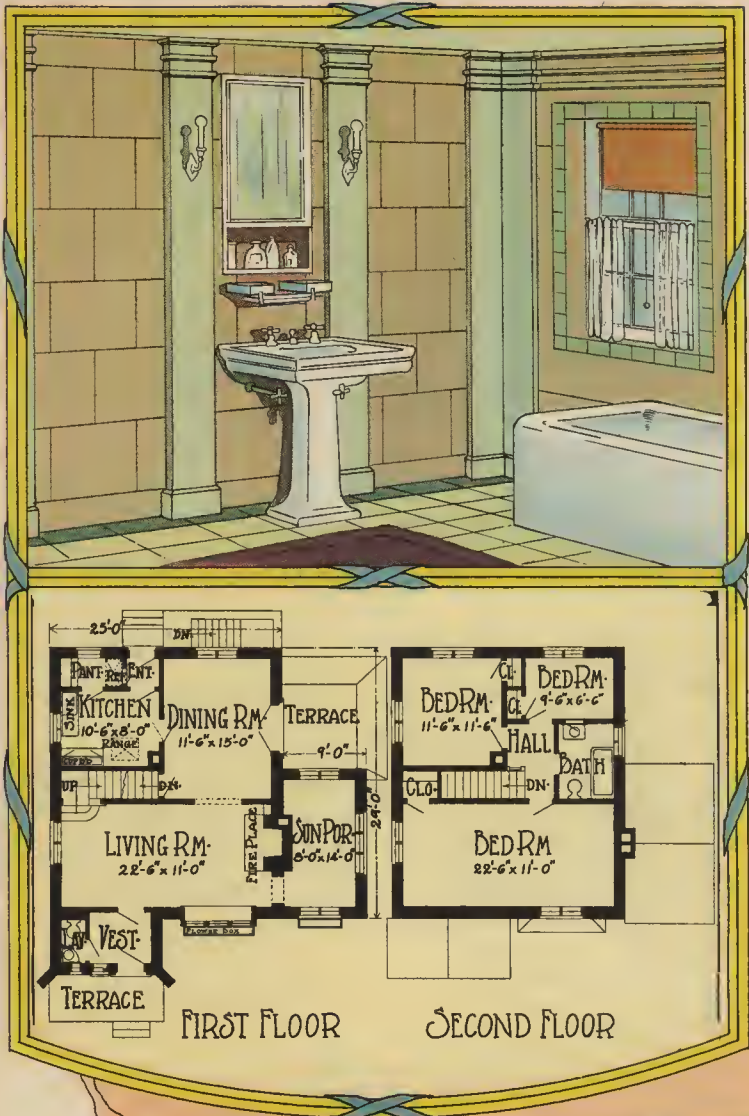
The NEWARK

THE house with attached garage is coming in very fast; and this arrangement, placing the garage under the sun parlor, is one of the most successful plans. The attached garage is warmed by the house heating plant and there is a feeling of security in having the expensive car close by and behind locked doors. A fireproof floor over the garage or at least plaster on metal lath or gypsum board is a good precaution required by many building codes to offset the supposed extra fire hazard. An ample drain for storm water must be provided in front of the garage doors.

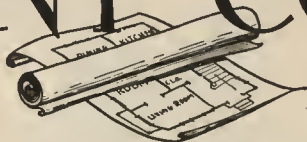


The PALMDALE

HERE is a rugged English design in stucco, brick and half-timber that is decidedly different. The main house is 25x29 feet with sun porch and vestibule projecting. Seven very beautiful rooms are shown in the plan. Color sketch to left shows the bathroom tiled to the ceiling with special glass slabs.



WORKING PLANS *for* THE HOME-IN-COLORS ON OUR FRONT COVER



The Bungalow in Brick

THIS month we offer on our Front Cover the seventh home on the Street of All Nations. This commodious bungalow of brick is of a type common in the prairie lands of the West where ground is less expensive and where a house may ramble farther afield than is the case in some of the more congested sections of the country.

The exterior construction of this home is of light color face brick, Indiana limestone trim, and green tile roof. These materials make for solidity and permanency of construction.

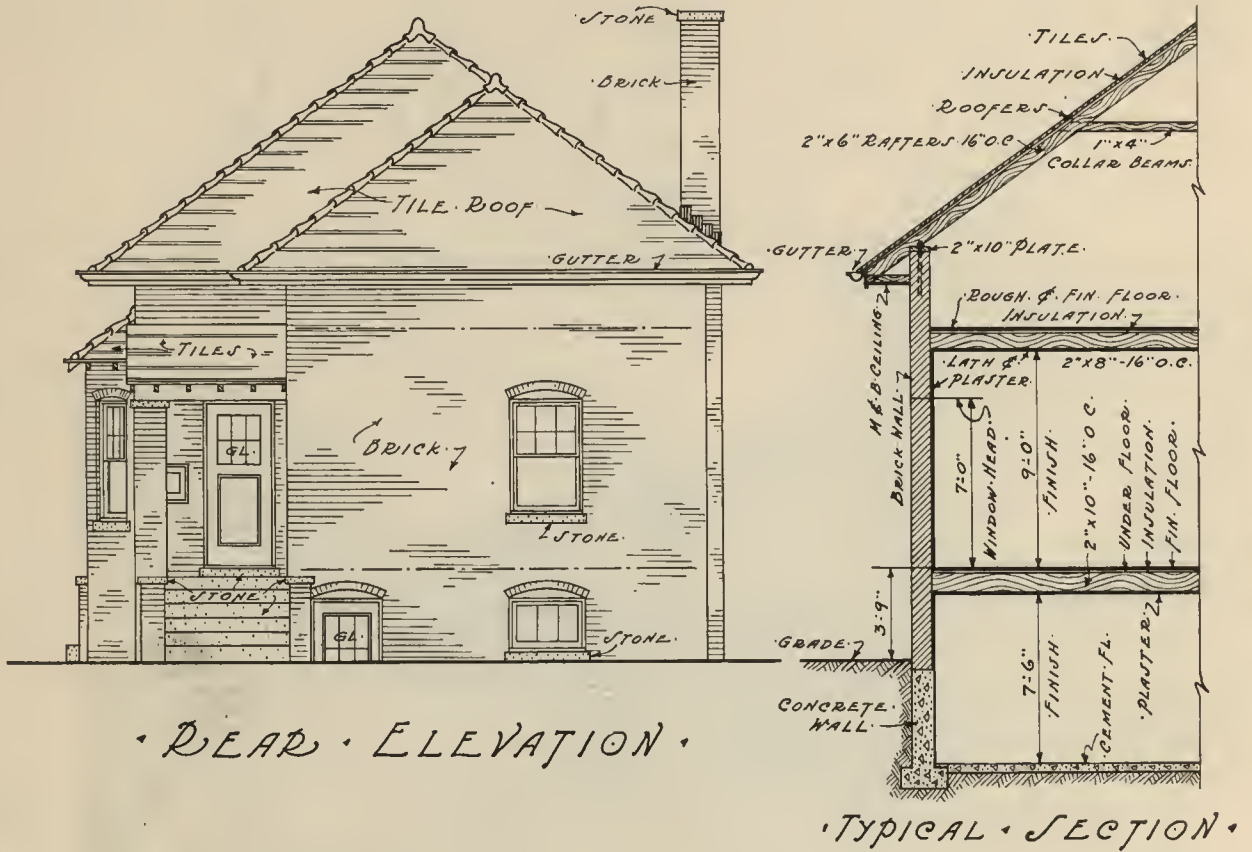
Brick has always been a good material for residence construction and of late years it has found particular favor in certain classes of development residences. New uses have been found for all kinds of brick until so many houses of the new variety of brick con-

struction have been erected that developers are looking for new colors and textures of brick.

A light color face brick such as is used in our Front Cover Home this month has been utilized to advantage by certain developers, and it may become increasingly popular within the next few years.

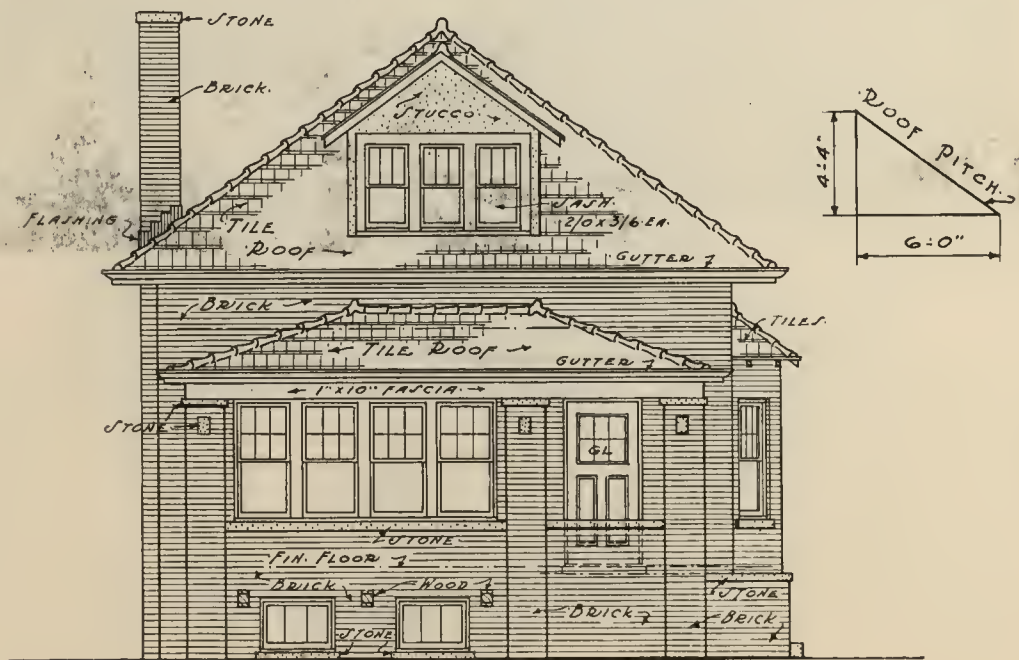
The interior arrangement of the Front Cover Home this month is featured by a commodious living room in the front part of the house, which opens into a large sunroom by means of French casements. The well-illuminated sun room, integrally a part of the home, is available for winter as well as summer use and is therefore an attractive feature to most prospects.

The rear of the home is cleverly arranged in two bedrooms, a kitchen and a dining room, with a commodious bath between the two sleeping rooms.

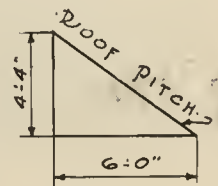


REAR ELEVATION

TYPICAL SECTION



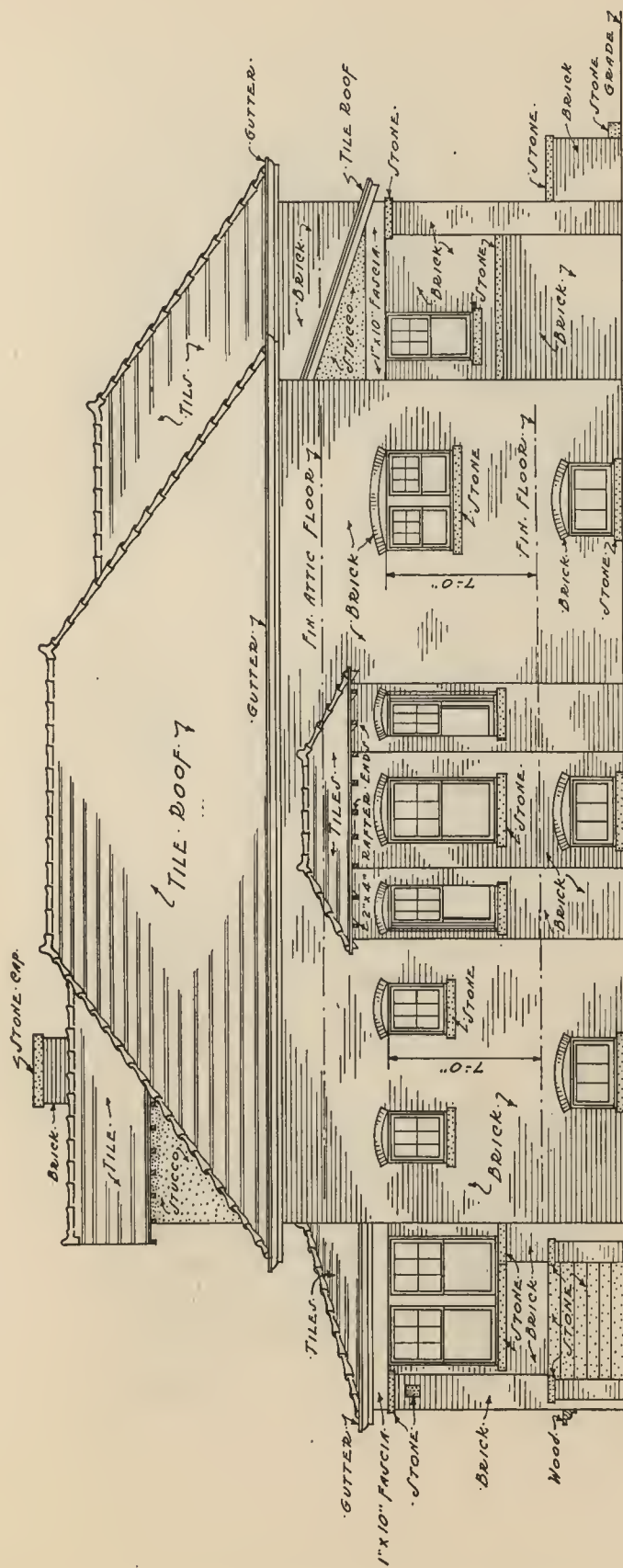
FRONT ELEVATION



SHEET No. 1

SCALE 1/8" = 1'-0"

Elevations in the complete working plans for Front Cover Home

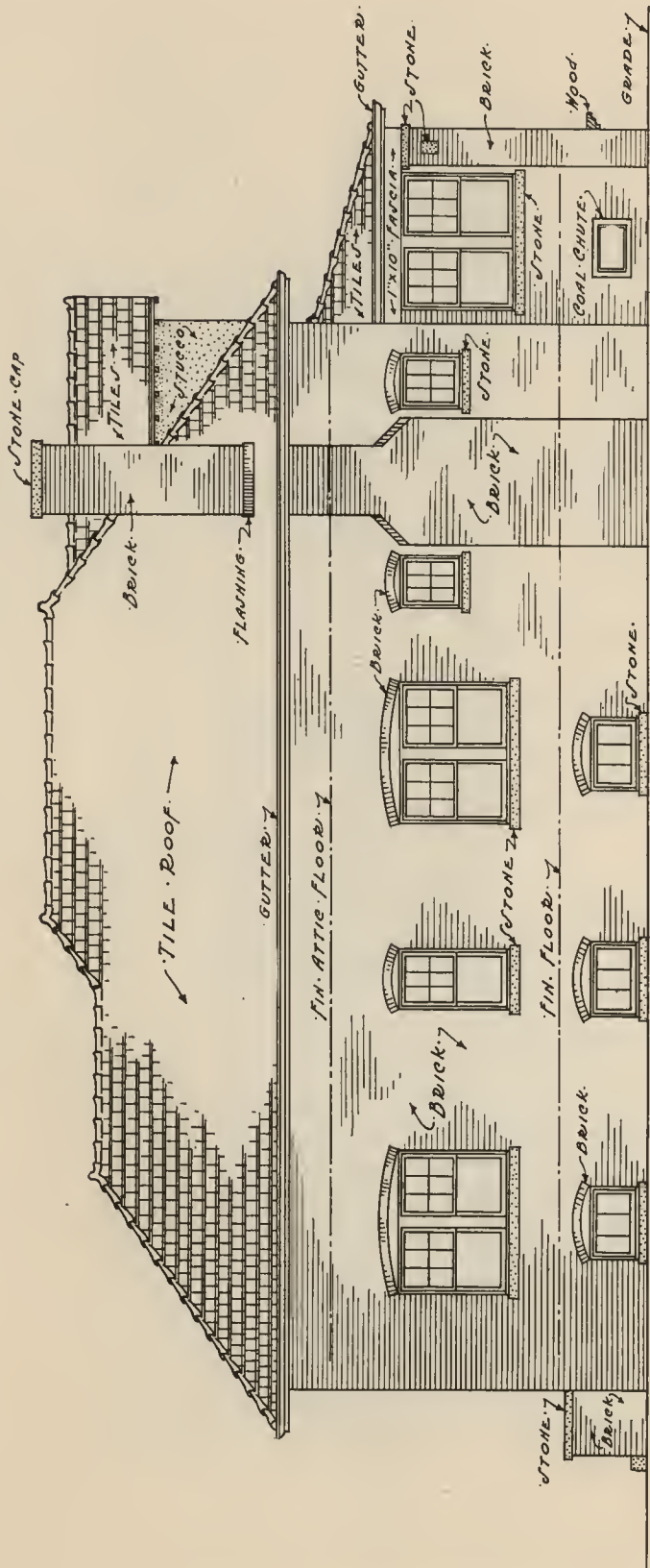


RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"

SHEET NO. 2

How the brick bungalow on our Front Cover looks from the right side

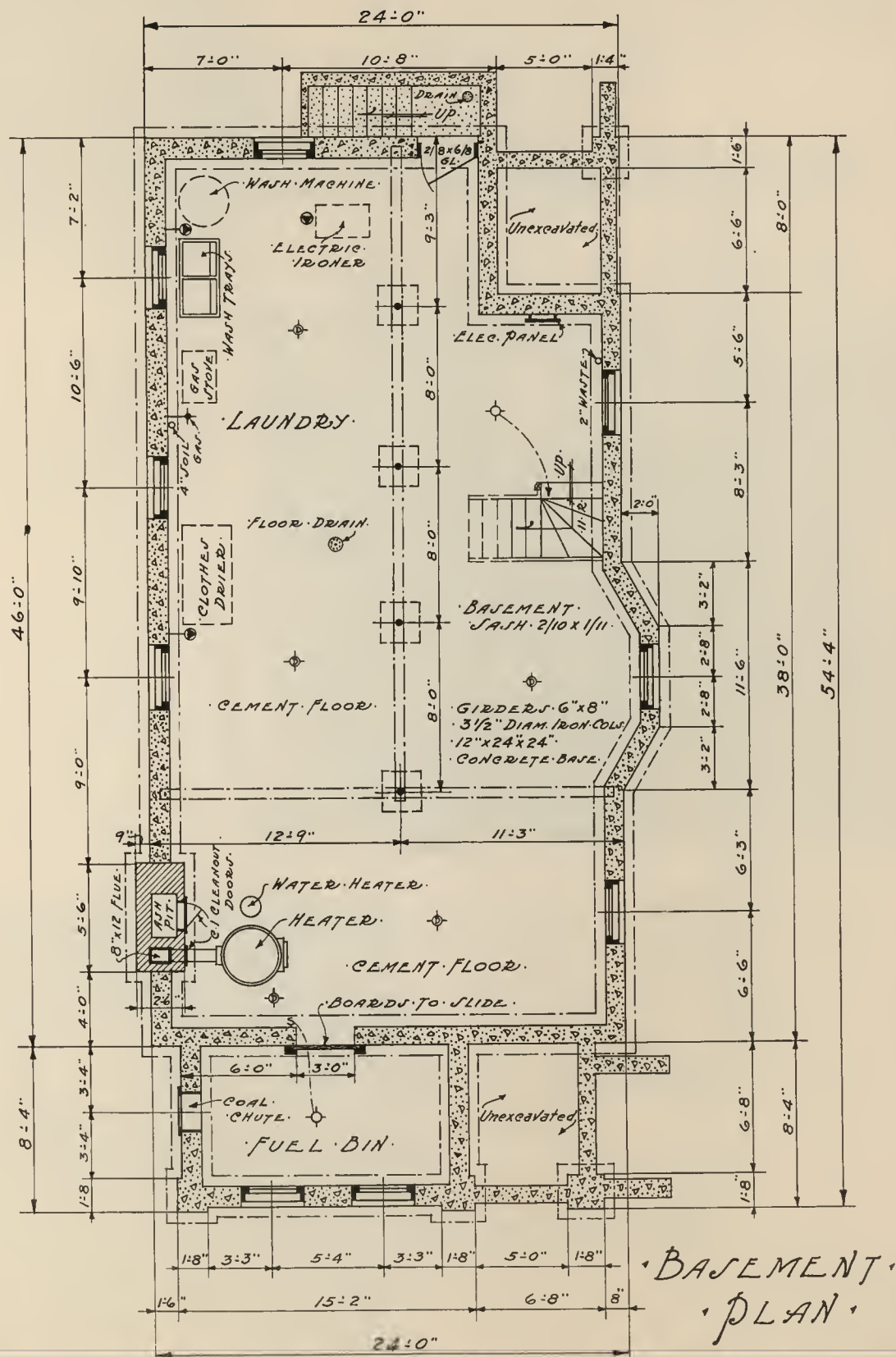


· LEFT · SIDE · ELEVATION ·

· SCALE · 1/8" = 1'-0" ·

· SHEET · No. 3 ·

An outside chimney features this side of our Front Cover Home



SHEET No. 4

SCALE 1/8" = 1'-0"

These working plans show complete details of construction and equipment



DECORATING and FURNISHING

Our Front Cover Home

SEVENTH on the "Street of All Nations," our Front Cover Home this month presents the problem of furnishing a residence of American type; we are not, therefore, compelled to consider primarily the characteristics of a period style in planning to prepare our brick bungalow for its exhibition as a model home.

Although we may, if we wish, use some furniture of English design and allow various units here and there to derive their lines from a definite furniture period, we will not bind ourselves down to a single sort of furniture but choose those pieces best adapted to this home, according to what principles of decoration we know.

What are these principles of decoration on which furnishing of this or any other model home is based?



Courtesy U. S. Gypsum Company

HERE we have a background of colored plastered wall and dark beamed ceiling. A simple color scheme, like this one, is often best. Note the subordination of table to sofa, chair to table, and flower stand to the whole group. Curtain draperies were well chosen

First and foremost we have two fundamental factors to consider: form and color; and in any general scheme of room appointment we must always follow the four principles of:

- (1) Unity
- (2) Order and harmony
- (3) Balance
- (4) Comfort and suitability

(1) To see that unity is followed check up on the following points:

(a) All furniture must be in scale with the room proportions and with other furniture.

(b) Each object must be related to the room by its function.

(c) Colors must be selected and distributed according to a definite scheme.

(d) There must be a well-defined center of interest which will be discussed in greater detail later in this article.



Courtesy Geo. W. Blabon Co.

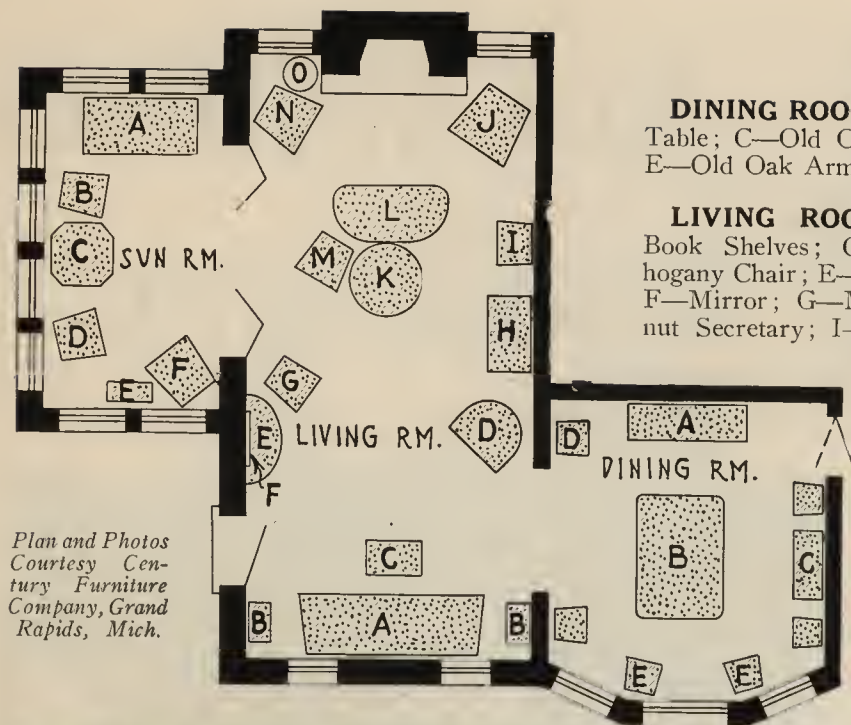
SUNROOMS are not hard to furnish. Linoleum makes an ideal floor covering and furniture is grouped around the windows, facing in toward the entrance from the living room in a natural way

KEY TO PLAN

DINING ROOM. A—Old Oak Buffet; B—Old Oak Table; C—Old Oak Server; D—Old Oak Side Chairs; E—Old Oak Arm Chairs.

LIVING ROOM. A—Walnut Sofa; B—Walnut Book Shelves; C—Mahogany Coffee Table; D—Mahogany Chair; E—Inlay Maple and Satinwood Commode; F—Mirror; G—Mahogany Chair; H—Decorated Walnut Secretary; I—Walnut Chair; J—Mahogany Chair; K—Mahogany Table; L—Maple Sofa; M—Mahogany Chair; N—Mahogany Chair; O—Banner Screen.

SUN ROOM. A—Decorated Maple Sofa; B—Decorated Maple Side Chair; C—Decorated Maple Table; D—Decorated Maple Arm Chair; E—Decorated Maple Stand; F—Decorated Maple Chair.



Plan and Photos
Courtesy Century
Furniture
Company, Grand
Rapids, Mich.



NO American home is complete without its easy chair. This one is easy to look at and to sit in. It is item J of living room in complete diagram of rooms shown above

(2) To have order all objects must be arranged logically according to size, shape and function.

To secure harmony we must arrange according to color, function and relative value.

Rooms must not be arranged in helter-skelter fashion. When entered, a room must not give the beholder a series of unpleasant shocks but a single satisfying impression.

(3) Balance is attained after we have determined the center of interest (to be discussed later) and have distributed secondary groups according to the principle of

matching things evenly on each side of a given point. This is balance.

(4) To have comfort and suitability, furniture must:

(a) serve a definite purpose, compatible with the function of the room.

(b) yield a maximum of comfort through construction and arrangement.

(c) be the kind a family can afford and enjoy.

(d) conform to the general color scheme.

WITH these principles in mind, let us enter the living room of our model home, for example, with the idea of applying these principles.

We immediately note the architectural proportions of the room, its dimensions, the placement of its doors, windows and fireplace. In this background, we wish to place objects that will fit in size, scale and proportion and which will also balance well with one another in their general arrangement.

In decorating this living room, or any one of the other



JACOBEOAN extension table of carved oak, shown above with top closed. On the diagram it is item B of dining room furniture. Tables like this fit well in modern homes



***B**ELOW we have a sunroom set of chair and table shown as items B and C on the diagram. They are of maple with painted flower decorations*



ated to the books in turn are the pictures and so on down to the smallest details.

Secondary to the fireplace wall as a center of interest is the opposite wall and that is treated in the same way. Then we consider the right-hand wall and its subordinate features.

If we keep this system of organization constantly in mind, each interior feature and its shape, size, coloring and texture or other characteristics will fall naturally into the proper place without becoming too assertive or unimportant in its function in the general scheme.

Good decoration is not done by following a set of definite rules. What is most required is a sense of fitness

rooms, you should first sketch out a broad general scheme of form and color effects much as you would build the broad plan of a house framework, leaving the details to be added later.

Let us choose, in this living room, a dominant architectural feature or center of interest, as it is sometimes called, in order to get some focal point for our arrangement of objects and colors.

Right away we pick the fireplace as such a center of interest. With this point fixed, we are ready to distribute the furniture and decorative objects around this point remembering to start with the largest and most important and to follow down the series to the least important object.

It is really a matter of attending to the most dominant feature first (the fireplace). Then the next subordinate feature within that center of interest is the sofa in front of the fireplace. Subordinated to the sofa again, we have the table and chair. Depending on the table and chair are the lamp and books and subordin-

A Splendid Sun Room Suite



***H**ERE are a chair and sofa fine enough to grace any sunroom. These two pieces are built of old maple and are done in the fine 19th century true American style*

and proportion and fine discrimination in color values.

Although color has been mentioned previously we have so far given none of the rules governing its use but it may be helpful if we consider some of the elementary principles.

First let us divide the colors into primary, secondary and tertiary. Primary colors are red, blue and yellow; secondary colors are orange, green and violet; tertiary colors are olive, citrine and russet.

The primary colors are best used on small surfaces and in small quantities, balanced and supported by the secondary colors as well as by the tertiary colors.

Use primary colors on upper surface areas and secondary and tertiary on lower areas.

The idea of dominance and subordination mentioned above applies also to colors. In any general scheme of decoration there is usually a dominant color and subordinate colors or tones.

A good color scheme is always harmonious.



***T**HIS finely upholstered sofa in 17th century English style is shown as item A in the living room of diagram on opposite page. Its deep cushions guarantee comfort*

Intensive METHODS



Gardner J. Gwinn

HE weeds prospects out then concentrates on the few really good ones

*This Seattle
Developer
Has Worked Out
An Effective
Sales Program*

*His Story Told by
Mandus E. Bridston*

DURING the last twelve years, Gardner J. Gwinn, designer and builder, Seattle, Washington, has built and sold some 700 homes in that city. Except those made-to-order, they consist of group homes on large tracts, generally subdivided at the time of construction. An average of from 12 to 15 homes comprise each group. This mass building, of course, involves mass selling—an expansive and intensive sales program that will move the homes “pronto” as soon as the last paint is dried.

In every such project, Mr. Gwinn has found that his methods produce more live prospects than available homes in each group. And that generally means made-

to-order homes elsewhere for those on the “waiting” list. It’s a rare subdivision sale that doesn’t produce at least fifty “live” prospects; that is, people who are in the immediate market for a home, and have the wherewithal to pay, Gwinn reports.

This builder has worked out a sales program that is effective, thoroughly grounded in essential selling fundamentals. His plan is well co-ordinated, with all selling factors nicely dovetailing and a well conceived follow-up system that spots the prospects and closes them. With each group of homes, generally covering several city blocks, a model home is featured. Gwinn arranges with some organization to sponsor the con-



Mr. Gwinn is a mass builder who conducts all operations on a big scale

Sell Developments



SEVEN hundred homes built and sold in twelve years is Mr. Gwinn's record. Most of these consisted of group homes on large areas which were improved by roads, sidewalks, etc. The above photo of one Gwinn project shows how well he uses all kinds of building materials including brick, stucco, wood and concrete to achieve variety

struction of this model home to be exhibited.

For instance, he arranges with Electric Club to lend its name to an ideal electrified home, with emphasis placed on wiring, electric appliances and so on. Other times the brick men or the lumber men, through their associations, sponsor the model homes.

This affiliation with specific associations paves the way for a great deal of newspaper publicity during the time of construction and at the formal opening. Photos and news stories are run at regular intervals during the process of building, emanating from the sponsoring organization, which, of course, results in cumulative interest climaxed during the "open house" week.

At that time, full-page newspaper advertisements are run in the newspapers announcing the opening of the model home and describing outstanding features. In all, about \$5,000 in newspaper advertising is used for this purpose, paid for, in part, by the material firms and sub-contractors.

As an added strategy to focus public interest and attention on the model home, Mr. Gwinn arranges with some women's club to take charge of the formal showing. Names make news, and hence an array of photos and news stories about prominent society women in charge of the model home makes acceptable copy for the editor, and also lends prestige to the occasion. These women serve as hostesses on successive days so as to get as wide

a publicity appeal as possible. Mr. Gwinn finds that it is not difficult to secure the assistance of the club women, for the personal publicity they receive is sufficient inducement.

Besides the newspaper announcements, this builder uses direct mail effectively to induce attendance at the formal openings. This sometimes consists of letters directed to apartment house tenants,

and sometimes of folders delivered directly to apartment house residents as being the most likely prospects for homes. This material plays up the



THIS attractive brick home of English design, well landscaped, needs only a good prospect to make of it a charming residence

Homes in Brick—Stucco—Wood Apartments Too



*B*RICK, in its many forms, finds an extensive use in homes of Gwinn design and construction

*P*LAIN stucco is good wall material for the home shown on the left, set off by awnings, brick and entrance lights

*S*WEET and low is this Seattle bungalow of wood with charming porch pergola on brick foundation

outstanding features of the homes, the districts in which they are located, with particular stress laid on prices and methods of payment showing the economy of owning homes instead of paying rent.

Arrangements are made with a furniture store to install furniture in the model home to give atmosphere, and this generally proves to be good advertising for the retailer for the furniture is usually bought with the house—at least in part.

With these preliminary arrangements the stage is all set for an intensive week of selling, for with as many as 35,000 visitors to a model home there are plenty of opportunities for the aggressive salesman. So great has been the interest in these model homes that the street car company has seen fit to tack signs on the cars destined to the points.

Though interest centers on the model home of the group, the entire unit is tied into the project by means



of colored electric lights throughout the entire subdivision. Large "For Sale" signs are scattered throughout the division and salesmen are on the job as guides to the visitors. Though the majority come merely to inspect the model home, the visit generally culminates in a tour of all the homes.

The greatest care is devoted to the registration. Several registry books are available with a person in charge of each and care is taken to get all the names and addresses of those attending. Each salesman is also alert to pick up names of particularly interested visitors.

On one such venture Mr. Gwinn established a sales office on the ground and did all his own selling with the aid of a staff of salesmen. However, he found that this created ill-feeling among real estate men, and since that time he has listed his homes with the regular realtors who thus have the privilege of participating in the sale if they wish.

Obviously with so many hundreds of good, bad and indifferent visitors at a formal showing, the problem of weeding out all but the live leads is a vital one.



*O*NE of the many apartment houses for which Gardner J. Gwinn finds ready sale in Seattle

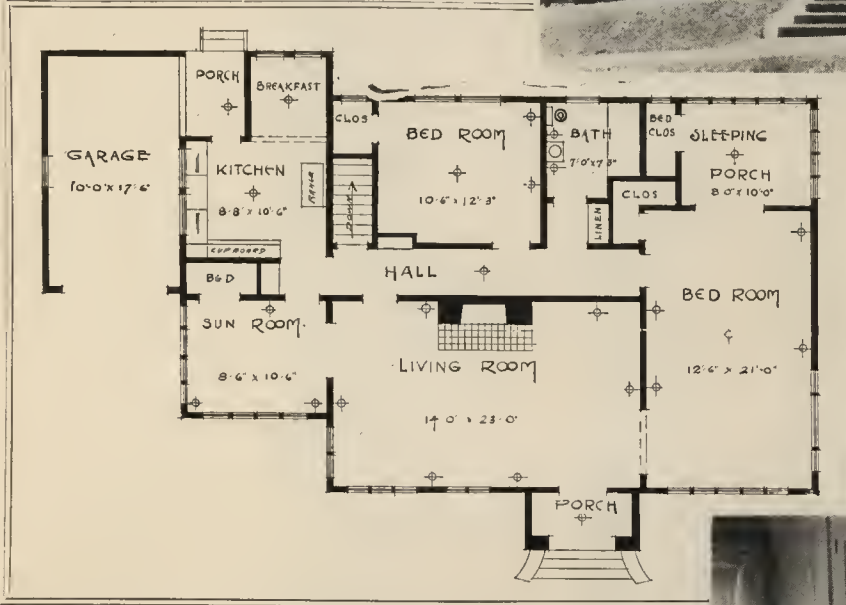
An effective follow-up system must be intensive, and unless the list of names is carefully selected either the follow-up effort must be meager, or else a lot of high-priced ammunition is wasted.

Mr. Gwinn separates the wheat and the chaff by using the telephone. After the formal showing is over each visitor is called by telephone with a view of finding out the following facts: 1. Does he now own a home? 2. What feature of the model home held the greatest appeal for him or her? 3. Does he contemplate buying a home in



The Kind They Like in Seattle

DESIGNED and built by the developer himself, this "thatched" roof home is unique in its exterior and interior treatment

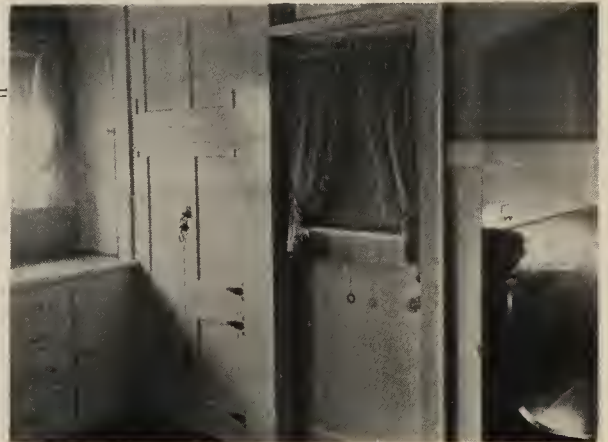


the near future? 4. Does he own unimproved lot property on which he expects to build a home?

Informal talk over the telephone gives the builder most of this information, and there is no need for long-winded conversation to determine whether or not the party on the other end of the line is a live prospect or not.

"There is a certain advantage in using the telephone," Mr. Gwinn tells you. "People speak more freely over the telephone, especially women. The best line of approach in detecting a real prospect is to take the situation very much for granted somewhat in this fashion:

"I understand that you are going to buy a home."



BUILT-IN features explain part of the popularity won by Gwinn homes. This is part of one kitchen so equipped



CLEVER use of corner topography to erect interlocking brick homes of varied design is illustrated in this row of homes

"We generally call the people at their homes, and hence almost invariably talk to the housewife. This first, blunt question, coming from a strange voice out of thin air is rather startling—as I intend it to be. Invariably the first impulse is to divulge the information, either with a direct affirmative or with an evasion that is patent to anyone. We prefer to talk to the wife, for women as a source of information (Turn to page 65)

JANUARY
TO JUNE 1928 BUILDING

STATISTICS SHOWING D

STATE	Population 1920 Census	Percent of United States Population	TOTAL CONTRACTS		TOTAL RESIDENTIAL		DWELLINGS BY CONTRACT			DWELLINGS IN	
			Value	Percent of U.S. Total	Value	Percent of U.S. Total	No. of Buildings	Value	Percent of U.S. Total	No. of Projects	No. of Buildings
Maine	768,014	.7	9,675,100	.2	2,090,200	.1	148	1,019,200	.2	6	92
New Hampshire	443,083	.4	5,158,900	.1	1,035,300	.1	72	460,200	.1	11	35
Vermont	352,428	.3	7,612,000	.2	457,300		29	250,300		1	2
Massachusetts	3,852,356	3.6	138,793,100	3.7	70,987,000	4.3	3,179	24,775,900	5.2	298	1,055
Rhode Island	604,397	.6	17,614,700	.4	7,853,700	.6	768	5,735,500	1.2	51	137
Connecticut	1,380,631	1.3	69,192,300	1.6	29,051,000	1.8	1,618	14,848,000	3.1	127	420
New York	10,385,227	9.8	790,331,600	20.8	448,998,800	26.5	3,453	47,538,300	10.0	1,339	7,457
New Jersey	3,155,900	3.0	189,093,000	5.0	89,837,700	5.4	1,436	18,198,500	3.8	547	2,635
Pennsylvania	8,720,017	8.3	315,658,900	8.8	134,566,400	8.0	2,499	29,635,400	6.3	785	10,252
Maryland	1,449,661	1.4	52,465,500	1.4	23,549,200	1.5	632	7,824,000	1.7	299	2,608
Delaware	223,003	.2	7,749,800	.2	2,614,000	.1	46	923,200	.2	40	231
Dist. of Columbia	437,571	.4	40,702,200	1.0	21,712,600	1.4	241	4,085,600	.9	111	547
Virginia	2,309,187	2.2	54,242,600	1.4	13,873,600	.9	865	6,238,000	1.3	122	510
West Virginia	1,463,701	1.4	21,423,800	.6	3,666,500	.2	172	1,591,000	.3	15	83
Ohio	5,759,394	5.4	227,563,300	6.0	94,375,400	5.5	5,871	53,120,300	11.2	553	1,771
Kentucky	2,416,630	2.3	24,572,300	.6	6,414,500	.3	195	2,138,400	.5	48	168
Illinois	6,485,280	6.1	443,389,200	11.6	203,638,200	11.9	3,487	36,625,500	7.7	659	2,625
Indiana	2,930,390	2.8	70,522,600	1.7	23,997,500	1.4	1,758	11,796,800	2.5	198	622
Iowa	2,404,021	2.3	33,360,900	.8	5,675,500	.3	495	3,384,200	.7	10	27
Wisconsin	2,632,067	2.5	85,578,400	2.2	36,628,800	2.1	1,946	15,493,900	3.3	181	781
Michigan	3,668,412	3.5	161,998,200	4.2	72,384,800	4.2	4,724	33,400,500	7.0	419	1,428
Missouri	3,404,055	3.2	121,756,200	3.2	56,884,700	3.3	2,034	15,311,300	3.3	349	1,162
Kansas	1,769,257	1.7	28,425,900	.8	7,822,700	.4	1,088	5,307,300	1.1	76	204
Oklahoma	2,028,283	1.9	57,570,400	1.4	19,328,700	1.1	945	5,977,000	1.3	171	724
Nebraska	1,296,372	1.2	15,746,300	.4	5,691,200	.3	648	4,131,900	.9	19	88
Minnesota	2,387,125	2.3	24,192,200	.6	10,118,900	.6	1,086	6,068,800	1.3	85	234
North Dakota	646,872	.6	4,822,200	.1	484,700		46	235,200		3	6
South Dakota	636,547	.6	3,600,400	.1	690,400		76	415,400	.1	6	13
North Carolina	2,559,123	2.4	59,065,700	1.6	15,113,400	.9	1,075	8,169,700	1.7	51	256
South Carolina	1,683,724	1.6	19,393,800	.5	3,766,800	.2	239	2,030,800	.4	16	275
Georgia	2,895,832	2.7	34,465,500	.9	13,909,900	.8	1,279	7,535,800	1.6	197	742
Florida	968,470	.9	36,870,400	.9	14,701,400	.8	1,186	10,117,200	2.1	109	372
Tennessee	2,337,885	2.2	37,619,700	1.0	13,897,300	.8	764	5,888,900	1.3	102	437
Alabama	2,348,174	2.2	43,085,900	1.1	10,701,300	.6	790	5,728,200	1.2	149	789
Mississippi	1,790,618	1.7	18,649,200	.5	4,222,200	.2	460	2,382,300	.5	16	57
Arkansas	1,752,204	1.7	19,802,200	.5	4,811,000	.2	445	2,152,800	.5	36	251
Louisiana	1,798,509	1.7	23,881,900	.6	10,436,300	.6	997	4,690,400	.9	62	204
Texas	4,663,228	4.4	129,221,200	3.3	44,879,700	2.6	4,185	22,998,200	4.8	411	1,524
SUB-TOTAL	96,807,648	91.5	3,444,867,500	90.0	1,530,861,600	90.0	50,977	428,223,900	90.0	7,678	40,824
WESTERN STATES (Approximated)	8,902,972	8.5	382,763,000	10.0	170,095,700	10.0	5,666	47,580,400	10.0	853	4,536
UNITED STATES TOTAL	105,710,620	100.0	3,789,354,250	100.0	1,700,957,300	100.0	56,643	475,804,300	100.0	8,531	45,360

OF TOTAL RESIDENTIAL BUILDINGS



FIGURES relating to one's particular line of business are always valuable for study and therefore our readers will be more than interested in the above tabulation of building construction reports for the first six months of 1928. The basic figures are from Dodge Reports; they have cooperated with us in giving more detailed information, and from this we have prepared the above chart.

It is not expected that construction in the last half of 1928 will equal the above record as there is always a falling-off of contracts let in the second half of the year, but there is every indication that it will be more than a \$7,000,000,000 year. Residential construction will

ISTRIBUTION AND VALUE

PREPARED BY BUILDING DEVELOPER

120 W 42ND NEW YORK

DEVELOPMENTS		TWO FAMILY DWELLINGS		APARTMENTS		Hotels	TOTAL BUILDING BY DEVELOPERS			
Value	Percent of U.S. Total	No. of Buildings	Value	Percent of U.S. Total	No. of Buildings	Value	No. of Buildings	Percent of Total Bldgs	Value	Percent of U.S. Total
264,000	.1	5	49,000		17	679,500	.1	%	992,500	.1
231,500	.1	8	57,800	.1	9	151,800			441,100	
12,000					2	140,000			152,000	
7,862,900	2.8	1,642	15,630,600	14.8	563	19,394,100	2.7		3,323,500	3.8
1,020,000	.4	31	230,100	.2	27	689,100	.1		179,000	.2
2,720,100	1.0	192	1,749,700	1.6	197	9,041,500	1.3		691,700	1.2
53,621,500	19.0	1,614	17,026,500	16.1	2,785	291,971,100	40.0		38,841,400	32.5
17,914,000	6.4	591	5,926,800	5.6	1,019	44,556,800	6.1		3,241,600	6.1
67,650,300	24.0	497	5,413,500	5.1	425	30,468,800	4.2		1,398,400	9.3
13,524,500	4.9	9	87,000	.1	55	1,880,700	.3		233,000	1.4
1,459,300	.5				11	231,500			242	.2
4,554,700	1.6	10	81,000	.1	76	10,893,400	1.5		2,097,900	1.4
3,155,100	1.2	16	92,600	.1	76	3,641,900	.5		746,000	.6
309,500	.1	14	172,500	.2	33	728,500	.1		865,000	.1
11,587,000	4.1	413	4,450,400	4.2	444	23,777,000	3.3		1,440,700	3.6
868,000	.3	34	310,100	.3	33	2,143,000	.3		955,000	.3
21,022,000	7.3	857	11,219,100	10.6	1845	129,211,600	17.7		5,560,000	14.5
2,945,400	1.1	59	474,500	.4	115	5,909,800	.8		2,871,000	.8
152,000	.1	10	91,500	.1	22	970,300	.1		1,077,500	.1
5,087,900	1.8	444	4,282,900	4.1	220	10,350,100	1.4		1,434,000	1.8
7,885,000	2.8	1,368	10,844,800	10.3	395	17,246,500	2.4		3,008,000	3.2
6,879,200	2.4	477	5,223,700	4.9	552	23,092,500	3.2		6,378,000	3.1
678,400	.3	52	314,000	.3	46	929,000	.1		594,000	.2
3,400,700	1.2	389	2,233,200	2.1	94	2,562,700	.4		5,155,100	.7
304,800	.1	5	79,500		27	948,500	.1		226,500	.1
1,147,400	.4	96	739,900	.7	54	1,645,800	.2		517,000	.3
25,000		1	2,500		6	192,000			30,000	
47,500		3	26,000		6	171,500			30,000	
761,800	.3	47	323,000	.3	124	4,722,900	.7		1,136,000	.5
549,000	.2				5	82,000			1,105,000	.1
2,688,200	.9	85	675,800	.6	109	2,408,100	.3		595,000	.5
1,930,500	.7	93	475,400	.4	102	1,540,100	.2		638,200	.4
2,206,000	.8	77	543,000	.5	105	4,575,000	.6		684,400	.7
2,149,900	.7	9	79,000	.1	73	2,320,200	.3		424,000	.4
260,800	.1	14	65,600	.1	22	567,500	.1		946,000	.1
536,500	.1	12	63,400	.1	26	538,000	.1		1,520,500	.1
565,000	.2	558	2,431,400	2.3	55	887,700	.1		1,861,800	.3
5,590,100	2.0	574	3,809,900	3.6	268	5,250,600	.7		7,230,900	1.3
253,567,300	90.0	10,306	95,275,700	90.0	10,043	656,491,100	90.0		97,303,600	90.0
28,174,200	10.0	1,145	10,586,200	10.0	1,116	72,943,400	10.0		10,811,500	10.0
NG DONE IN THESE SIX MONTHS 65% WAS DONE BY DEVELOPERS ←										
281,741,500	100.0	11,451	105,861,900	100.0	11,159	729,434,500	100.0		108,115,100	100.0
									67,970	100.0
									1,117,038,000	100.0

FREDERICK H. PEARD

nearly total over the \$3,000,000,000 mark and home building operations by developers will total nearly \$2,000,000,000 for 1928.

One of the most surprising facts disclosed is that building developers are now erecting 65% of all the residential building done in the country. In some states this percentage is a good deal higher.

In making any comparison between states one must remember to take into consideration the population of that state and also the number of cities located therein.

Residential building, as a whole, amounts to almost 50% of the entire building bill of our country.

Building development would hardly be expected to reach large proportions in the rural sections; it is heaviest around our larger cities. New York, as is to

be expected, leads with 26.5% of all residential building, and in this one state 9.8% of our entire country's population is located.

New York is responsible for 40% of all of the apartment houses built in the country. Pennsylvania is the most active in single-family homes in developments, as 24% of the entire number constructed were done in that state. However, Pennsylvania was responsible for only 4.2% of the apartments of the country. New York, on the other hand, was second place in the number of single-family dwellings erected in developments but of course, ahead in apartments.

Building developers, we feel sure, will be much interested in the tabulated figures that we have shown above.

LATEST HOME CONVENIENCES

*Master Developers
Supply Dishwashers to Stimulate Sales*



CONSERVATISM is a good trait, but it is not a characteristic of the pioneer. There are pioneers among developers—those who are alert in picking up new ideas and using them to their benefit.

With some it is not a question of whether or not an idea has been tried and proven once or twice; they have to wait until "everybody's doing it" and then they hitch on the tail end of the parade.

In itself the electric dishwasher is not an experiment, it is a perfected piece of household equipment. It is probably only a matter of a short time before it will be considered a standard accessory and will be expected by the home hunter. For example: a year or so ago the home or apartment hunter would not

show surprise if electric refrigeration were not provided, whereas today, in some parts of the country at least, the prospect would not consider taking a place without it.

Illustrated on these pages is an electric dishwasher of the latest design. Back of this product is the name of a very well known and highly reputed manufacturer of plumbing fixtures, which in itself vouches for the workmanship and high quality materials used. It is no wonder that housewives want these machines and that, therefore, one noted developer has specified electric dishwashers for two apartments he is planning. One is a 400 room project of two to six room apartments which will cost about \$600,000. The other is a 408 room apartment, divided into suites of from two to four rooms, which will cost about \$700,000.

THE complete fixture consists of a dishwashing compartment, a sink compartment and an integral enameled drain-board. The lid of the washing compartment can be used as a drain-board also if desired. For convenience this combination is made in two styles, one with the machine on the left, as pictured, and the other has the dishwasher on the right. The over-all length of either style is 60½ in. and the width 23¾ in.

This product is made of acid-resisting enamel, of which it is said that food and fruit acids, or soaps and dishwashing powders will not roughen or discolor. The tray and drains, the faucet, lid and other fittings are of heavy nickel-plate. Chromard finish on the metal parts is optional at a slight increase in cost.

The purchase price of the fixture includes a flexible shaft with attachments, operated by the motor, for beating eggs, whipping cream, etc., also for cleaning pots, pans and bottles. The small picture shows the housewife whipping cream with this attachment; the dishwashing machine may be operated simultaneously. Another of the illustrations shows the shaft resting in place with the brush attached. The dish compartment will not accommodate pots and pans, but these may be cleaned in the sink while the dishes are being washed and the job is made much quicker and easier by the revolving brush.

An amply powered motor of standard make operates

the dishwasher and flexible shaft. The gears, which are fully covered and protected, are self-oiling. An efficient centrifugal pump is used to force water against the dishes. These parts are concealed in the horizontal casing directly beneath the dishwasher compartment. A strainer serves to catch food particles and greases.

To operate the machine the dishes, cups, glasses and silver are placed in the strong, plated wire basket. Plates, etc., are placed in the lower racks, silver in the separate center compartment, and cups and glasses in the top tray. The drain, which is operated by the handle on the back face of the sink just to the right of the dish compartment, is closed, and about two or two and one-half quarts of hot water are run in by turning the rinsing spray valve, located above the drain handle.

Then the lid is closed and it is only a matter of



Photos Courtesy Standard Sanitary Mfg. Co.

TURN of a switch starts dishes whirling and water swirling. Revolving brush helps clean pots

starting the motor to wash the dishes. The switch that operates the motor is handily placed just under the sink; illustration shows the housewife moving the switch. Of course hot water is used entirely, and its height in the washer is controlled automatically so there is no possibility of flooding.

It is said that this machine washes dishes thoroughly in five minutes. One group, testing it, poured the yolks of soft boiled eggs on some dishes and let them stand over night. Naturally, they were pried apart in the morning with difficulty, but this machine made them clean as a whistle in six minutes, it is said.

A patented circuit breaking feature prevents damage to the motor if it is overloaded.



One of Six Duplexes, Kernerator-equipped, constructed by A. A. Lampe, Builder, Hillside, N. J. Jacob Wind, Jr., Architect.

No Garbage Cans — an Even Greater Selling and Renting Attraction for Duplexes

WHERE is the duplex owner or tenant who relishes the double set of garbage cans and trash piles in his yard and cellar — the scattering of another family's filth — the tiresome backstairs tramping for waste disposal!

As a selling and renting feature for duplexes the Kernerator Chimney-Fed Incinerator is tremendous. There is not a duplex built to sell at \$9,000 and up where the small additional cost of the Kernerator cannot be added and the building sold and rented quicker than others of the same size and price, but lacking this convenience.

Located in the kitchens, or other convenient place, the Kernerator handy hopper doors carry all garbage, waste and trash of all kinds out of the way. Simply chucked in, the refuse drops to the combustion chamber where an occasional match burns the air dried accumulation without bother, odor or added fuel of any kind.

The trend of Kernerator-equipped duplexes for speeding-up sales and attracting desirable tenants is sound foresight. Purchasers who intend to occupy, look forward to greater personal comfort. And for the rented part, easier and more profitable leasing is assured. By banishment of the garbage can nuisance with the Kernerator, both builder and buyer profit, and tenants are more satisfied.

Over 2500 architects and contractors use and recommend the Kernerator. See Sweet's, write for Catalog or 'phone your local Kernerator representative. Offices in 89 cities.

KERNER INCINERATOR COMPANY
736 East Water Street Milwaukee, Wis.

KERNERATOR
THE CHIMNEY-FED INCINERATOR

Garbage and
Waste Disposal



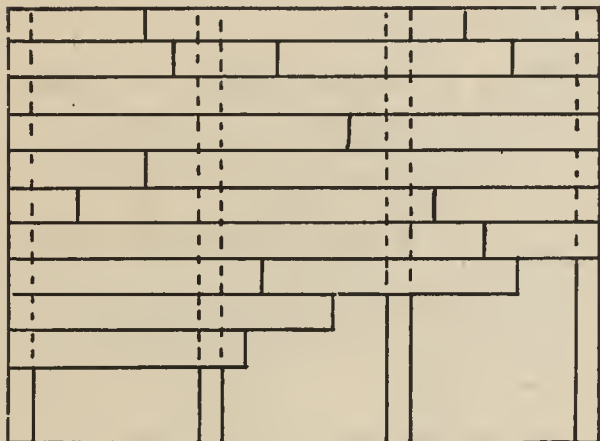
without Leaving
the Kitchen

CONSTRUCTION METHODS

FOR SHEATHING,
FOR FLOORING
and CONCRETE
FORM MAKING

End-Matched Lumber Makes Superior Structures

By F. J. Carter



END-MATCHED flooring laid directly over joists, the "breaks" coming where they will. Even without sub-floors end-matched Southern Pine is strong

IN the end-matching of Southern Pine Lumber, the manufacturers have passed on to the developer, contractor and builder, one of the greatest savings possibilities in the history of the industry, which saving, incidentally, is passed on to the owner of the completed structure.

By savings it is not meant that the completed building will cost the owner less than heretofore, but that he will receive a stronger, better built and better insulated building for practically the same amount of money that he would have been required to spend for one of the same type constructed of plain-end lumber.

End-matching means placing the old familiar tongue and groove on the ends of the pieces of lumber, so that a continuous length can be built up, with close fitting, rigid joints.

At the present time Southern Pine flooring, both rift and flat sawed, can be obtained as well as subflooring, sheathing, siding, ceiling, partition and 2 x 6 decking, with the end-matched feature. It must be understood at the start that it is the end-matching principle that produces the savings. Center-matching adds to the strength and insulating qualities, but is not a factor in the

economies which end-matching affords to the builder.

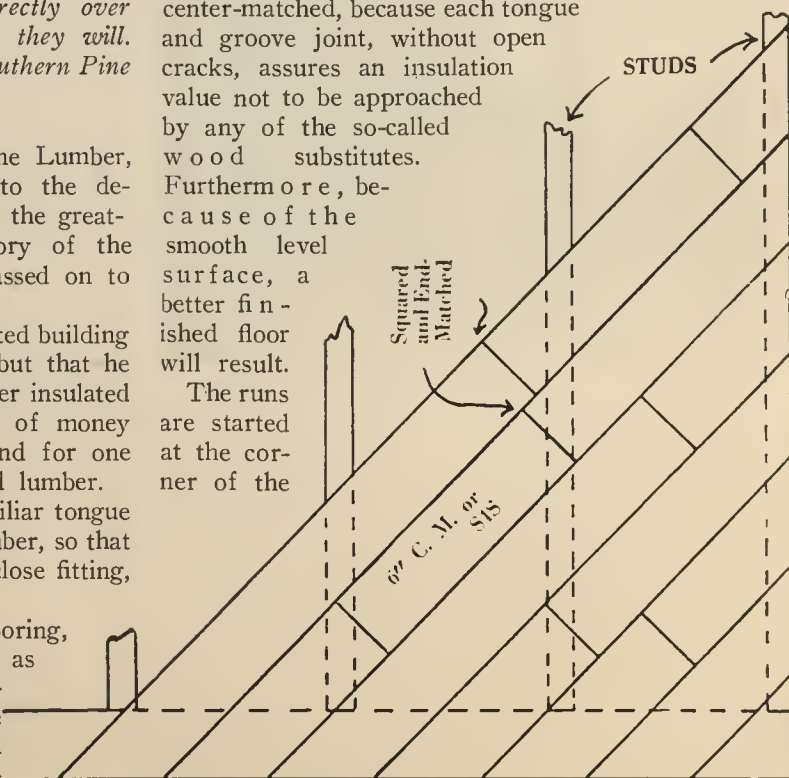
Taking flooring as the first example, we are confronted with the fact that the contractor or builder has the widest latitude offered him in floor construction. If he is of the unscrupulous sort, his finished flooring will have the same good appearance as that of his conscientious competitor, but the good appearance will be of the short-lived variety, while his competitor's floor will last for years.

Every good flooring job should have a sub-floor of center-matched, and end-matched lumber laid diagonally, at 45 degrees to the joists. Triangular construction is of the strongest type, and a sub-floor laid diagonally assures a bracing effect impossible to attain in any other manner.

The sub-floor is recommended end-matched and center-matched, because each tongue and groove joint, without open cracks, assures an insulation value not to be approached by any of the so-called wood substitutes.

Furthermore, because of the smooth level surface, a better finished floor will result.

The runs are started at the corner of the

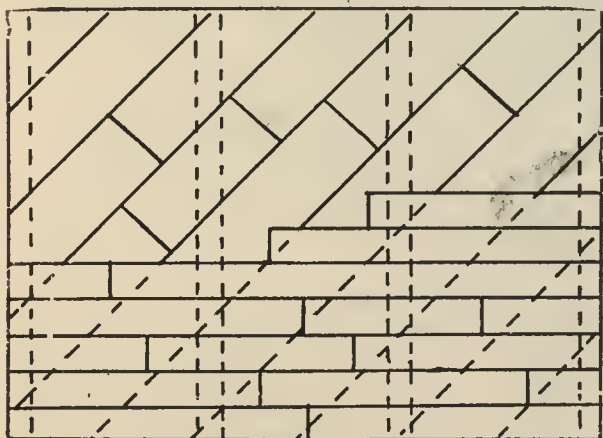


THIS is 6-inch D & M used as sheathing for boxing residences or other buildings. Note that the matches fall between studs. Diagonal sheathing is twelve times as stiff as horizontal sheathing

area to be covered. Whatever portion is sawed off is used to start the next run, and so on. The carpenter is not concerned with where the joints fall, for regardless of their position a tight immovable joint is the result of the snug-fitting end-matches. The saw is used only once during the lay of one run, and that at the end of the run, with no wastage of the part sawed off, as it will start the next run. One saving, that of waste, is already apparent. Since there is only one line of nails on every joist, a saving in that direction of approximately 20 per cent is attained. Again, if the shorter lengths of end-matched sub-flooring are used, which one man can easily handle, the wages of the carpenter's helper are eliminated. In actual building operations it has been conclusively proved that one man on end-matched flooring can lay approximately as much in a given time as two men with plain-end lumber.

After the sub-floor is completed the Southern Pine end-matched finish flooring is laid. This runs longitudinally, and the procedure is practically the same as in laying the sub-floor. Only one saw-cut is made to each run, and the length sawed off starts the next. It is not essential that any particular care be used in making this saw-cut, as it will be covered by the quarter round.

The builder has long been aware that the diagonal



SHOWING end-matched Southern Pine flooring laid over end-matched 6-inch D & M as a sub-floor. Dotted lines show joists

method of placing sheathing on a building is undoubtedly the best, for an element of strength and bracing, due to the triangular construction, is obtained, which no other type of bracing can approach. Though it is unquestionably superior, with plain-end lumber it is productive of waste in material, time and labor, and the allotment for the building often prevents its use. With end-matched sheathing losses similar to those avoided by using end-matched flooring given above, are eliminated. Moreover, it provides a splendid insulation, for there are no open cracks for cold to enter or heat to escape.

The application of end-matched lumber to the construction of concrete forms is exactly the same as in sheathing a building. One distinct advantage is that these forms may often be re-used.

When writing advertisers please mention BUILDING DEVELOPER



Good Fireplaces Cost No More Than Very Poor Ones!

THE actual cost of building a successfully operating fireplace is not one cent more than for building a fireplace that has poor draft control and gives out barrages of soot and smoke.

Success in fireplace building rests entirely on accurate interior construction and the use of proper equipment.

Any builder who carefully follows the Donley Fireplace Construction Plans using Donley Fireplace Damper, can guarantee his fireplaces to operate successfully and to be free from smoking and other fireplace evils.

The Donley Book of Successful Fireplaces contains the complete Donley construction plans and photographs, also descriptions of the best types of fireplace equipment to use in building good fireplaces. It can be had by sending 25c to cover cost of mailing.

The Donley Brothers Co.
13901 Miles Avenue • • Cleveland, Ohio





SPACE SAVERS

New Models of Folding Tables are Suitable for Several Rooms

FOR economy, convenience and efficiency the quaint and cozy "breakfast nooks," "dinettes" and "dining alcoves" are being substituted for the spacious dining room. This tendency has actuated the designing of many space-saving items of household furniture and equipment. Notable among them are the built-in or folding breakfast and dining tables and seats.

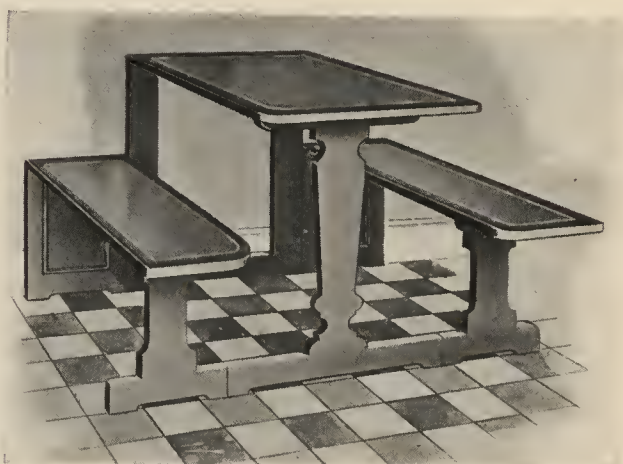
These artistically designed, well made and finely finished products have become so popular that their uses are ever increasing; these tables are now found in living rooms and porches as well as in nooks and alcoves.

Developers find that the popular model illustrated on this page is very flexible in that it can be readily installed in a convenient location in practically any room. It may be installed right on the wall, in which case the recessed type is preferable for living rooms and sun porches. A very good arrangement is to plan for windows on either side of the table.

The "model on a door" solves many developer's and home owner's problems also. It is suggested that it may be located on a door to the kitchenette, closet, or pantry. In two room "efficiency" apartments it may be placed on the door to the closet that conceals the folding bed. In larger apartments, which may, nevertheless, have no dining alcove, it may be hung on the kitchen side of the door that leads to the living room.

For these and similar installations a door 28 in. in width is sufficient and it may be added that folded on a door it is only 4¼ in. thick. Special hardware holds it free from the floor when not in use, and it is said that it does not rattle or interfere with the use of the door.

Another excellent combination is that



Courtesy Wasmuth-Endicott Company

THIS attractive, secure table and settee folds compactly back against the wall or door of a room in the home



of this folding table with a china cupboard. Recently such an installation was seen and the ensemble, at first appearance, looked like an attractive Colonial cabinet with windows on either side and low chests of drawers below the windows. When the table was unfolded a china cupboard was revealed; a step-saver in preparing the table as well as a very attractive setting.

Undoubtedly the popular use of this equipment is accounted for in good part by the quality materials and skilled workmanship used in the manufacturing; beauty, rigidity and permanent usefulness are the results. The table and seat tops are five ply hardwood, 13/16 in. finished thickness; either birch or maple veneer surfaces may be had. The core is poplar, and maple is used for the cross banding.



Courtesy The Cabinet Shop

New table, built with mantel

Lowering and raising of these units is made easy by two powerful 280 pound tension springs, concealed, and these also hold all parts in rigid vertical position when folded. All hinges are extra heavy gauge, nickel-plated. At points of

strain the screws are secured in hardwood dowels to prevent the loosening of the hinges, and every joint is permanently secured by three spiral grooved hardwood dowels.

As to colors, finishes in smoothly lacquered olive green or mandarin red, with gold striping and antique shading may be had, or, a most attractive wood finish in maple. These products may also be had unpainted to be finished to suit the individual taste.

Taking into consideration all the items of flexibility, quality, structure and finish it is no wonder that this type of furniture has graduated from the kitchen to the breakfast nook, dining alcove and now to living rooms and porches. This introduces another style and make of folding furniture, one design of which is pictured in connection with a mantel in a living room.

The latest development, produced, in answer to the demand for more styles of folding furniture suitable for living rooms, is a real piece of furniture designed and manufactured by a prominent manufacturer of dining room furniture. It, too, is a table complete with two benches

which tucks away into remarkably small space, and which presents a beautiful finished appearance both in the folded and service positions.

The entire assembly of the table and benches is remarkably simple. Self-releasing springs cause the part to fold up automatically.



It folds back under mantel

EDWARDS



Spanish TILE

METAL ROOFING

Here is the Roof of All Time—Time, fire, storm, wind, rain, lightning—these mean nothing to the imperishable "Edwards' Spanish Tile Metal Roofing.

Here is beauty, too; the touch of color and all the charm of the Old Spanish Terra Cotta.

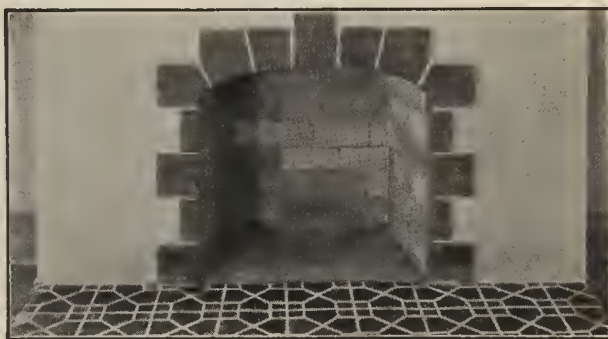
The initial cost is no more than that of any ordinary roof. Read all about this Roof in the most elaborate and comprehensive Metal Spanish Tile and Shingle Book on the market—IT'S YOURS FOR THE ASKING.

THE EDWARDS MFG. CO.

343-393 Eggleston Ave., Cincinnati, O.

The World's Largest Manufacturers of Metal Roofing, Metal Ceilings, Metal Garages, Portable Buildings, Rolling Steel Doors, etc.

Write for
beautifully
illustrated
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It Explains



Distinctively Different

Three Charming Designs—Five Attractive Colors

Picture if you can the beauty and charm of these fireplaces built of handsome hand-made, unglazed, Nemadji tiles, in subdued tones of Autumn hues.

They create an atmosphere of refinement irresistible to the prospective buyer of modest priced homes.

The choice of three designs and five colors. Unlimited combinations at approximately the price of brick mantels and far more attractive.

Sold and installed by Authorized Tile Contractors Everywhere.

Send for color prints of Nemadji Tiles and prints of three complete units—absolutely free.

Nemadji Tile & Pottery Company

415 Brainard Stre

General Sales Offices

Detroit, Michigan

Send me name of nearest Authorized Tile Contractor also free color prints and designs.

Name

Street

City..... State..... B. D. 10-28

NEWS NOTES

The Bridge of Promise for Developers

ILLUSTRATIONS show the progress that has already been made on the great Hudson River Bridge spanning the Hudson River between Fort Lee, New Jersey, and upper New York City.

This bridge when completed will undoubtedly open up vast areas of land in New Jersey for residential development. Although this territory has already been developed to a certain extent, it will unquestionably experience a tremendous boom when the bridge span is ready to receive traffic.

Developers on the New Jersey side are simply holding their breaths and waiting for the boom that is sure to come.

The illustrations show both the tower on the New York side and the tower on the New Jersey side. The bridge towers will be 650 feet in height, two of the highest structures in the world.

Each tower will be 210x65 feet at the base. Nearly 200,000 cubic yards of solid trap rock have been removed from the Palisades for the New Jersey approach, anchorage pits and anchorage tunnels. A plant has been set up to crush and dispose of the rock as fast as it is excavated.



Builders Convene in Minneapolis

PRESENT costs and methods of construction were discussed by leading builders from many parts of the country during a conference which opened September 24th in Minneapolis under the auspices of the Associated General Contractors of America.

Prevailing credit conditions in the construction industry received special attention.

"The construction industry is far from being on a sound business basis," said one official of the organization. "Blind worship of the low bid by the public enables fly-by-night operators to secure construction jobs. The results are default of contract, skimpy construction, delays in completion, and arguments and discussions that often drive all hands concerned into lengthy and unnecessary sessions in court."

Lectures on Welded Buildings

THE new noiseless method of steel erection by electric arc welding has proven of the greatest interest to the building industry.

One of the greatest authorities on the new method, Professor Frank P. McKibben, will begin a lecture tour of the country on October 4th, in response to invitations of various societies throughout the country who are anxious to hear the principles of this new method of erection.

The principle of arc welding in steel construction is especially of interest to developers at this time, because of the strong possibility that steel construction will shortly be introduced for residences. The *BUILDING DEVELOPER* has already published articles on the use of steel in residential construction and on the methods of arc welding as exemplified in the construction of the General Electric Plant in Philadelphia.

The editors have heard Professor McKibben lecture on electric arc welding and can assure readers that this address is eminently worth hearing.

Professor McKibben will cover 36 cities on his extensive tour.



TOWER of the Hudson River Bridge on the New Jersey side. The steel shown above represents about 125 feet of the completed tower which will rise to a height of 650 feet



THE New York anchorage of the Hudson River Bridge showing in the distance the Palisades behind which lies the countryside that will boom when the bridge is completed

Selling Lots by Airplane

THE first sale of real estate in an airplane has been claimed by Brady, Cryan & Colleran, developers of Massapequa Park, Long Island, N. Y. A twenty-five minutes flight was made with the prospect. The developer directed the pilot to the property at an elevation of five thousand feet.

The prospect became so enthused that he wrote a check at once and received a contract.

Then they landed on the road adjoining the property and inspected it on foot. The developers say that this is the first service of its kind offered by any developer in this section of the country.

Airplanes had previously been reported in use in selling Michigan lake sites.

Mortgage Bankers Meet in Ohio

THAT the steps necessary to produce a mortgage in Fargo, N. D., should be the same as those used in New York City is what Judge W. H. Hinebaugh, president of the Central Life Insurance Company of Illinois, told the 15th Annual Convention of the Mortgage Bankers Association of America, held at Cleveland, Ohio, September 7 to 13.

Judge Hinebaugh spoke on the opportunity of the Mortgage Bankers Association to meet the need for standardization.

Shooting Cement to the Job

CEMENT for the Merchandise Mart, Chicago, which is to be the world's biggest business building, is being put on the job in a remarkable manner.

A big steel boat, which might be mistaken for a torpedo boat, steams into the Chicago River and shoots millions of pounds of cement 75 feet in the air for a distance of 135 feet through 5 inch pipes, into a giant hopper at the site of the Mart.

Developers' Showroom Becomes a Classroom

YALE University moved one of its classrooms to New York recently when Theodore Crane, associate professor of building construction, brought twenty students to New York City to make a comparative study and hear lectures on building and construction materials and equipment.

His classroom for the occasion was the Home Planning Exposition rooms of the Homeland Company, a group of New York State developers headed by Charles C. Mullaly.

Mr. Mullaly's permanent home exposition was described in the September issue of BUILDING DEVELOPER.

Many lectures of various kinds have been given at this exposition, all of them of value to home seekers.

The Home Exposition has also attracted attention recently by conducting an exhibit of the work of new artists.

New Jersey Real Estate Convention

THE annual convention of the New Jersey Association of Real Estate Boards will be held on Thursday, Friday and Saturday, December 6, 7, and 8, at Atlantic City.

An imposing array of speakers has been secured for the occasion. Among these are Paul Starke of Madison, Wisconsin, first vice-president of the National Association; Henry G. Zander, outgoing president of the National Association; William D. Winchell, Buffalo, chairman of the Sales Managers Section of the National Association, and others.

Unusual entertainment features are being planned.

New York Realtors' Convention

PLANS are nearing completion for the 24th Annual Convention of the New York State Association of Real Estate Boards which will be held at the Hotel Powers, Rochester, October 17-20 inclusive. J. Wilson Dayton of Bay-side, Long Island, will preside. Among prominent talks of the convention will be one by Mr. Dayton on "Meeting the New Competition," and one by Charles Henry Mackintosh, advertising expert, on "Making Sales through Advertising."

Instead of starting the Convention on Wednesday afternoon, it has been decided to start it on Wednesday morning, thus allowing time for important discussion.



IN THE HEART OF EVERYTHING

THE

HOTEL ANNAPOLIS

WASHINGTON, D.C.

11th, 12th and H Sts.

The COMFORTS of a new hotel, the CON-
VENIENCE of exceptional location. Every room
has bath—every room is an outside room!!

MUCH FOR LITTLE

Single with Bath..... \$3.00, \$3.50, \$4.00
Double with Bath..... \$4.50, \$5.00, \$6.00
GARAGE CONNECTING—Storage \$1.00 Daily

THE IMPROVED SCHLUETER

"Look at that Surfacer."

NO other has a steel roller which **adjusts itself** to floor irregularities (patented suspension feature). No other has the Schluter suction device which positively gathers **all** dust, or a ventilated motor (cannot burn out). What other is offered for a **FREE TRIAL** and **GUARANTEED FOR FIVE YEARS?**

Prove yourself that the Schluter will out-surface any other machine. Write for details of **Free Trial Offer.**



LINCOLN-SCHLUETER
FLOOR-MACHINERY CO., INC.
222 W. Grand Av., Chicago, Ill.



GREATEST OF THEM ALL

FOR *and* BY DEVELOPERS

Readers' Idea-Exchange

Put Them in Closets

HAVE you heard about the latest thing in electrical supply merchandising?

It is the home carton for selling a complete set of bulbs for the home.



Cartons are made up in simulations of various architectural styles and are painted in different colors. This one shows a Colonial home with green shingles and shutters. Others show English and Spanish type homes.

This merchandising idea has been evolved to increase the sale of electric bulbs, but developers may make clever use of it also.

Why not put two or three such boxes in strategic places in the homes which you are showing off to prospects?

Place one on the closet shelf for example. Then when you open the door to show the prospect what large closet space is available he or she or both will notice the carton, and nine times out of ten will comment upon it.

It is attention to little details of this kind that makes for success.

Home seekers appreciate the little niceties that indicate thoughtfulness to their interests. A developer that provides them makes a good impression that goes a long way toward making sales. Get the confidence of your prospects.



Using the Radio

PROGRESSIVE developers in the large centers have not been slow to take advantage of the tremendous advertising value of the radio.

**TAKE A TRIP TO
BILTMORE SHORES**

with

W P C H

on the

**7:15
TODAY**

Here is an advertisement which recently appeared in a New York daily with a large circulation. The ad promises a mythical trip through a shore development and gives the station and the time at which the trip may be taken.

One of the largest developing organizations in New York and, for that matter, in the country, has for some time conducted a regular radio hour the same as manufacturers of well-known products.

That radio advertising has proven worth while is probably the case.

Pure Speculation

THE other day we noticed a large advertisement in a big city daily of a co-operative apartment. A line illustration of the building was shown and a long description of location, architectural arrangements, interior features, type of neighborhood and so forth.

Not long after seeing the advertisement, there came a beautifully printed pamphlet describing and illustrating this apartment in greater detail.

We became interested and called at the office of the developer; it was dark and closed up.

Further inquiries disclosed the fact that this 100% co-operative apartment had never been built. Not a stick or stone had been laid and yet advertisements had been put in a daily paper to entice individuals to buy up suites in a mythical building. A contract of sale was evidently the only tangible evidence that this developer possessed of his right to operate.

This is speculative building which is certainly pure speculation.

Winter Building

RECORDS of winter construction prove that labor productivity is greater and labor cost less per unit of construction during the winter months, according to B. H. Wait, chairman of the Committee on Winter Construction of the New York Building Congress.

Some of the advantages of winter building to developers are that labor turnover is reduced, seasonal discounts are obtained on materials, seasonal rates given by transportation companies, and saving of interest and taxes on investments lying idle is effected.

By building in the winter, developers can have homes available for the early spring market, a factor which should not be overlooked.

Now is a good time to start apartment and house foundations for winter construction.

Intensive Methods Sell Developments

(Continued from page 53)

formation are far superior to men.

"The salesman calling is careful not to divulge his identity until the most important information is secured. To do so is fatal for it is the curiosity created that evokes the truthful reply.

"We get two classes of answers to this 'shock question'—affirmatives and negatives, with absolutely 'no if' prospects between. The negatives—there are generally about 95 per cent of these—are unmistakable. The woman will be surprised but will quickly recover and will probably laugh the matter off in a manner that will leave no doubt as to her husband's negative position as a prospect. There is no profit in trying to sell the idea of a home to these negatives; I have tried it scores of times without success. We get off the negatives' wires as quickly as we can courteously do so.

"Why we have been thinking—Who is this?" That's the reply that we listen for on these telephone calls. The exact nature of the woman's reply is of little importance compared to her manner and tone of voice. I have had many a point blank 'no'—only to sell them a home later; the negative was delivered only after so much thought and hesitation that I correctly assumed I was talking to a cautious type of woman who was wondering 'how he knows it,' and who was mentally debating whether or not to confirm my 'knowledge.' Hesitation in about half the cases, indicates warmth; I press this type of woman hard, toward further qualification.

"We never try to extend the use of the telephone beyond the point of locating live prospects. It's wasting time trying to sell over the phone; the face-to-face contact is vital, but 'cold turkey' solicitation can be very expensive unless the dead ones are weeded out of the prospect list."

This method nets Gwinn about 50 live prospects who are ready to close immediately, the sales promotion work costing in the neighborhood of \$7,500 for each group of homes. Of this amount the builder assumes about \$2,500 and building material firms and sub-contracts assume the balance, consisting of payment of part of the advertising expense.

Gwinn also majors in the construction and sale of apartment houses with from 9 to 20 units to each building. These apartment houses are filled up with tenants with a caretaker in charge and then sold to an investor. They are valued at from \$45,000 to \$100,000 each and are sold on time—15% cash and the balance to be paid out of earnings. Out of 40 such apartment houses built during the last two years, only one remains still unsold. This type of building has proven popular among small investors in Seattle.

In both single house and apartment selling, Mr. Gwinn utilizes to good advantage the selling principles he has worked out. The essential idea of his sales method is to cull out poor prospects.



for Built in
ECONOMY

... I have specified

DuraBond

"It means a saving of Plaster—a more important saving of Time—and we eliminate future expense and worry from cracking."

[1/3 of the steel surface meshes and keys
the plaster—2/3 bracing and reinforcing
every ceiling and wall.]

Takes
Plaster
readily
without
waste.



Sheets
27 x 96
just 2 sq. yds.
to a sheet
means 12%
Fewer Laps.

Dura Bond
is made by the
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Meshtex
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Wing-Bull Nose
Rail & Base Bead
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Penn Metal Company
247 Park Ave., N. Y. C.
Through your nearest office please
point out the economies of DURA-

BOND for _____

Name _____

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Portland, Maine

When writing advertisers please mention BUILDING DEVELOPER

NEW GOODS

Worth Looking Into

Basement-Fed Incinerator

THE problem of the disposal of garbage and waste has been efficiently solved by the incinerator. Wide-awake developers are making provisions in home plans for the installation of the chimney-fed type, and are installing them when the homes are built. They are not only altruistic in so doing, but show good business judgment because of the strong appeal of the incinerator to prospective home buyers.



Unfortunately, numerous homes are still being built that are not designed with the idea that a chimney-fed incinerator might be installed. A well known manufacturer of a popularly used Chimney-fed type has provided for such a condition in existing homes by perfecting a Basement-fed model.

The Basement-fed incinerator differs from the Chimney-fed only in that the hopper in which the refuse is placed is located in the basement instead of in or near the kitchen, simplifying the installation somewhat.

As indicated in the illustration the Basement-fed type has the standard hopper door placed in the upper part of the brick combustion chamber. In other words, this means that it is not necessary to resort to the dangerous use of the fire door in depositing refuse; the standard hopper, when opened, automatically closes the flue by means of a back apron. The combustion chamber also has the standard by-pass flue and vertical grates.

For homes that do not have basements—or where it is particularly desirable to have a hopper door in or close to the kitchen, it is usually a simple matter to place the standard chimney-fed type against the outside of the building.

THIS department is conducted to keep our readers informed of the latest products to be introduced for use in the building industry and the BUILDING DEVELOPER accepts no payment whatsoever for what appears herein. Readers who are interested in any product may obtain the name and address of the manufacturer or seller by writing the "New Goods Editor," BUILDING DEVELOPER, 120 W. 42d St., New York.

A Two-in-One Unit

THE modern trend toward greater beauty as well as utility in small electrical items is exemplified in the Bakelite Unit Receptacle.

It is made in one unit combining both plate and receptacle so that instead of having two or more parts to install it is only necessary to hook in the wires, screw on the plates and the job is done.

The plate itself is very attractive and matches the home surroundings and decorative schemes.



Made of Bakelite, rich brown in color, it may be had in either two tone (gloss and satin) finish or embossed with various designs. The edges of the plate as well as the receptacle outlets are beveled. Small Bakelite buttons cover the screw heads giving it a finished appearance, also a "dead front."

The receptacle box is small, affording extra room in the wall for wires. The terminals are recessed making for further compactness. Double contact with each plug terminal is secured by special spring metal contact arms which grip the plug terminals securely but not too snugly for easy removal of the plug. The mounting screw holes are elongated to assure perfect alignment of the plate when on the wall.

They Are Waterproof

NOW that baths finished in colors are popular what could be more appropriate than shower curtains in colors to harmonize—and waterproof too?

These new curtains are made in a variety of materials and in several colors of each. The so-called Single-Coated, which are colored fabrics waterproofed, are stocked in Cretonne, Sateen, Jap Silk, Moire Silk and Crepe Silk.

The Double-Coated curtains are made of a strong, specially woven fabric, are waterproofed on both sides, and are obtainable in various solid or brocaded colors. Also, special curtains can be made of materials to include any desired design and coloring.

It is said that these curtains dry quickly and therefore do not mildew, are waterproof, need no laundering, do not shrink or crack, and that they retain their color.



Washable Walls and Window Shades

WHEREVER one may be, the chances are ten to one that he can put his hand on or see Fabrikoid or one of its allied materials. Among its multitudinous uses are covering for trunks, bags and purses, automobiles, books, all types of cases and portfolios, and in railroad coaches and parlor cars. It has already acquired a strong foothold in the home for wall coverings, window shades, upholstery, and general interior decoration.

It was originally known chiefly as a substitute for leather, but its various uses and value to modern industry has removed it from the substitute class and made it a material with a mission and characteristics all its own. Because of the many purposes for which it is required it is manufactured in many qualities, varying in weight and width, ranging from heavy upholstered materials to very light weight sheetings.

The difference in weight is brought about by a variety in the thickness of pyroxylin coating and the weight and type of cloth backing. "Tontine" is an example of the light weight; it makes a

waterproof and washable window shade material that is said not to crack, "pin-hole," or fade. It makes another good sales point in the Developer's home; "Tontine" is widely advertised and the public is familiar with it and appreciates its value and quality.

A somewhat similar material is "Muralart," a wall covering made by the same Fabrikoid process of pyroxylin on a cloth base. It is finished in unusual effects.



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NOTE THE FLOOR PLAN IN PARTICULAR, IT'S WHAT THE PEOPLE WANT



FIRST FLOOR PLAN

Large living rooms are popular now, this one is 11 feet 6 in. x 22 feet. The sun parlor, 7 x 12½ feet, really gives additional living room space also.

Fortunately the dining room, bed rooms, bath, kitchen are all ideally located and of average size. The whole layout will appeal to prospects.

\$25 BUYS

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If you would like to see other homes for The Developers' "STREET OF ALL NATIONS"

WRITE FOR PICTURES AND PARTICULARS

RADFORD HOME PLAN SERVICE CO., - 120 West 42nd Street, New York

FOR YOUR REFERENCE SHELF

Correction of addresses in September issue. In writing for copies of "A House or a Home" and for "Penn Metal Steel Partitions" direct requests to the Penn Metal Company, 247 Park Ave., New York, N. Y.

* * *

Insulite, the wood fiber insulating board, recommends itself for the developer's use because of its insulating value, structural strength, its plaster "grip," because it lends itself to decorative treatment, making a beautiful and economical job, and hence, because of its sales appeal.

"Specifications and Details," on the use and installation of Insulite as a plaster base, sheathing, wall board, exterior finish, and as a sound deadener, may be had by writing The Insulite Company, Builders Exchange Bldg., Minneapolis, Minn., for a copy.

* * *

Hardware for Utility and Ornamentation is the title of the new 62 page catalogue, beautifully illustrated, just issued by Sargent & Company.

Developers appreciate the effectiveness of well designed hardware, particularly for use in the English, Colonial and Spanish type homes. Sargent has many appropriate designs and has suggested fitting combinations in this catalogue. For a copy address the manufacturer at 51 Water Street, New Haven, Conn.

* * *

Better Kitchens for Homes and Apartments is a fifteen page, 8 $\frac{3}{4}$ x 11 $\frac{1}{2}$ inch booklet giving many excellent colored illustrations of suggested arrangements, equipment and color harmony for the modern kitchen.

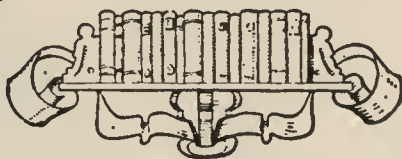
Such a booklet is well worth having because there is no doubt that the kitchen is very influential in making or killing a sale. Copies may be had from the McDougall Company, Frankfort, Indiana, pioneers in the "kitchen cabinet idea."

* * *

The Chambers Fireless Gas Range is just the piece of equipment for the kitchen of the home built for re-sale.

The prospect of today looks for quality products, and here is one that will be recognized instantly. Its economical feature will naturally appeal greatly.

For literature write to the Chambers Mfg. Co., Shelbyville, Ind.



The Cost of Comfort, Handbook on Economics of Dwelling Insulation, Describes Best Construction Methods for Saving Fuel. 80 Pages. Size 8 $\frac{1}{2}$ x 11. Copies may be obtained upon request to the National Lumber Manufacturers Association, Transportation Bldg., Washington, D. C.

This is one of the very best books for the use of developers, home owners, and home builders that has been seen for quite some time. It is exceptionally valuable, interesting and is chuck full of information.

How to erect a dwelling so as to insure minimum heating cost is described. Builders who have long puzzled over the problem of the right kind of material to choose in order to insure winter comfort at the lowest cost have in this handbook on the economics of dwelling insulation a valuable manual which treats of the heat retentive properties of various material in wall, floor and roof construction from a scientific angle.

The booklet is designed not only for builders, architects, and contractors but is written in such a manner that the average individual home owner can study the relative merits of the various materials from the point of view of insulation. It is profusely illustrated having more than 36 diagrams and over 90 tables showing in detail the actual labor and material costs for various types of wall, floor and roof construction.

* * *

A new type of mail box that serves the other purposes of lighting the front porch and being the house number as well has been developed.

The outside cover forms the background for the house numbers. Over it is a hooded light, using a 10 watt bulb, which illumines the numbers and sheds a soft light over the porch and steps.

The chute, with basket on the inside, holds a large quantity of mail and is big enough to hold magazines or newspapers. The Knapp Company, 1355 South 55th Court, Chicago, Ill., will forward descriptive leaflets.

A thermostat that is rightly named the "Marvel" is particularly suitable for the use of developers. Of course it is a sales aid because the prospect wants one; it cuts coal bills, prevents overheating and consequent damage, maintains uniform temperature, automatically starts the fire in the morning, and saves many trips to the cellar.

There are four different outfits suggested which may be made up from: thermostat with a one-day clock or eight-day clock combined with either dry cell motor or 110 volt, 60 cycle A.C. motor. This consequently offers a desirable range of prices.

For further information regarding the "Marvel" and its adaptabilities, write to the American Thermostat Company, 226-228 Jelliff Ave., Newark, N. J.

* * *

"Standard" Plumbing Fixtures for the Home are described and well illustrated in a handy 6x9-inch, 88-page booklet just issued by the Standard Sanitary Mfg. Co., Manufacturer's Bldg., Pittsburgh, Pa.

Color is being used effectively in bathrooms nowadays; Standard fixtures are offered in a complete selection of colors as well as in white. Colors and suggestions for harmonious combinations are given in this handbook. Copies will be forwarded upon request to the manufacturer at the above address.

* * *

Fences and ornamental gates in wire and in wrought iron are made by the Cyclone Fence Company, Waukegan, Ill. Developers will find a large variety of designs suitable for their use described and illustrated in the manufacturer's Catalogue No. 103. Copies upon request.

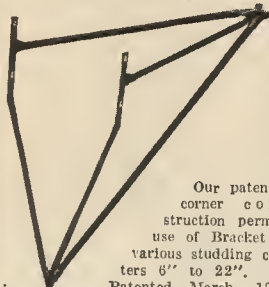
* * *

Rigid Conduit, that is formed from "Spellerized" steel and that is scale free, is discussed as to its manufacture, qualities and mechanical perfection in a booklet published by the American Circular Loom Company.

Developers will find it handy to have on hand, as it gives specifications for installations in which various conditions are to be met, and it also gives price-lists on conduit, couplings, elbows, wires and cables.

For a copy write to the Circular Loom Co., 9 West St., New York.

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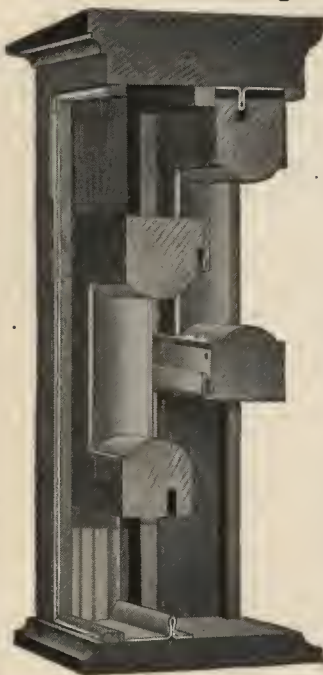
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LEGAL

Questions and Answers



Broker's Commission

HELD, that from a plain reading of the contract it was contemplated by the parties thereto that no commission was to be paid to appellant in the event title did not pass and the sale was not consummated, pursuant to the terms expressed in the contract of sale, unless such failure in the respects mentioned was the product of an act of default committed by the prospective vendors. It is conceded in the record that the prospective purchasers refused to take title because of restrictions contained in an ancient deed in defendants' chain of title. Held, that the case is utterly barren of any testimony or circumstance indicating that respondents ever knew of the existence of the restrictions in the ancient deed, or of any willful act on their part to which failure to pass title and consummation of sale was due. The only reasonable meaning to be given to the word "default," reading the contract in its entirety, is that the nature of the default contemplated by the parties was some wilful act done by respondents to defeat passing of title and consummation of the sale. Non-suit of plaintiff affirmed.

Removal of Furnace

ELD, that where tenant in possession installed a hot-air furnace in basement of dwelling house, under a conditional sales contract, and the owner of the realty knew of and consented to such installation, although he did not know that there was a conditional sales contract, and such furnace and attachments can be removed without material injury to the building, the furnace and attachments did not become part of the realty as between seller and owner and may be removed by seller on default in payments. *Holland Furnace Co. v. Jefferson*. Sup. Ct., Minn. (49,960-S). D., Dec. 9, 1927. R., Dec. 12, 1927.

Landlords Must Maintain 68-Degree Temperature

A NEW heating law, an amendment of the Sanitary Code section will force landlords of New York to maintain a supply of 68 degree temperature heat between the hours of 6 o'clock in the morning and 10 at night when the temperature on the street is 55 degrees or lower, according to an announcement made by Health Commissioner Louis I. Harris.

Heretofore 68 degrees has been required when the temperature fell to 50 degrees or lower in the street.

Evidence of Neighbors in Boundary Dispute

HELD, that testimony of neighbors as to reputation in regard to boundaries may be received when no better evidence is obtainable, but such evidence should be carefully guarded and the mere statement of a neighbor that a given line or stone is a boundary should not be admitted without some satisfactory explanation of the source of his information. *Marvil Package Co. v. Ginther*. Ct. of Appeals, Md. (53256). D., Jan. 11, 1928. R., Jan. 31, 1928.

Closing Passageway

SUIT to enjoin construction of a building in such manner as to close an alleged passageway to premises which appellant holds under a lease. Held, that the fact that appellant's plans called for a rear instead of a side entrance is a strong circumstance to indicate that there was no easement implied in the lease. The evidence as a whole convincingly shows that such use of the vacant premises as was allowed was temporary in character and subject to be discontinued at the pleasure of the owners. *Penney Co. v. Arbetter*. U. S. C. C. A., 5th Cir. (Texas), (54114). D., Feb. 9, 1928. R., Feb. 14, 1928.

Street Graders Wrong in Removing Dirt

DEFENDANTS had a contract for grading a street in Silverton. The property through which the street ran was owned by plaintiff. Plaintiff seasonably notified defendants that he claimed all the surplus dirt excavated opposite his property, and designated a place where it could be dumped on said property, which place was in fact the most convenient place for that purpose. Defendants refused to dump the dirt on plaintiff's property; but contracted with another party that, if he would haul it away after defendants had loaded it, he could have it without charge. Hence this action. Held, that there was a convenient place where the defendants could have dumped the surplus dirt on plaintiff's property. Defendants saved themselves the expense of dumping it there by using plaintiff's dirt to pay Webb for hauling it away to a distant locality. They had no right to do this, and the case comes clearly within the rule laid down by us.

Apartment Is a Residence

HELD that a restrictive covenant in a deed to lands divided into lots requiring that the lots conveyed "shall be used for residential purposes only, and there shall not at any time be more than one residence or dwelling-house" thereon, evidences the intent of grantor to exclude all buildings thereon other than residences, but does not exclude apartment houses so arranged that several families may reside separately in the various apartments in the same building and under the same roof.

Oral Agreement to Convey Land

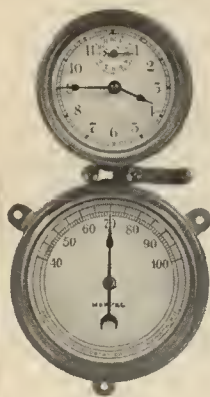
IN Wisconsin the general rule is that equity will not enforce specific performance of an oral agreement to convey land although there has been part performance by the purchaser unless the purchaser has been put in possession except where the vendor's refusal to perform will work a fraud upon the purchaser and the purchaser has no adequate remedy at law. *Marshall & Illsley Bk. v. Schuerbrock*. Sup. Ct., Wis. (52005). D., Jan. 10, 1928. R., Jan. 14, 1928.

Is a Sanitarium a Residence?

HELD, that a sanitarium, to which persons suffering from various maladies may resort and congregate for care or treatment, is not a residence, would seem to be clear, and that use of premises as a sanitarium does not comport with a covenant that such property shall not be used for any purpose "inconsistent with the nature of a strictly residential section," is equally clear. From the standpoint of its use by the owner, such institution is a commercial enterprise.

Use of Elevator in Apartment

HELD, that the practical construction of the lease as shown by the acts of the parties indicates that defendant was entitled to the use of the passenger elevator, subject to the reasonable regulations of the landlords, for the purpose of taking his housekeeper to and from the eleventh floor, and the refusal of the landlords to permit such use justified abandonment of possession by tenant, resulting in a constructive eviction from the premises. *Greims v. Gartz*, N. Y. Sup. Ct., App. Term, 1st Dept. (53411). D., Jan. 21, 1928. R., Feb. 3, 1928.



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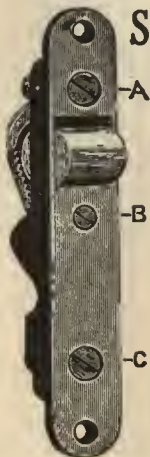
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